DECEMBER 12, 1955

35c PER COPY

BROADCASTING TELECASTING

B•T'S FOURTH ANNUAL SURVEY OF AGENCY BILLINGS IN RADIO-TV
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[illegible], Weaver [illegible] NBC Posts

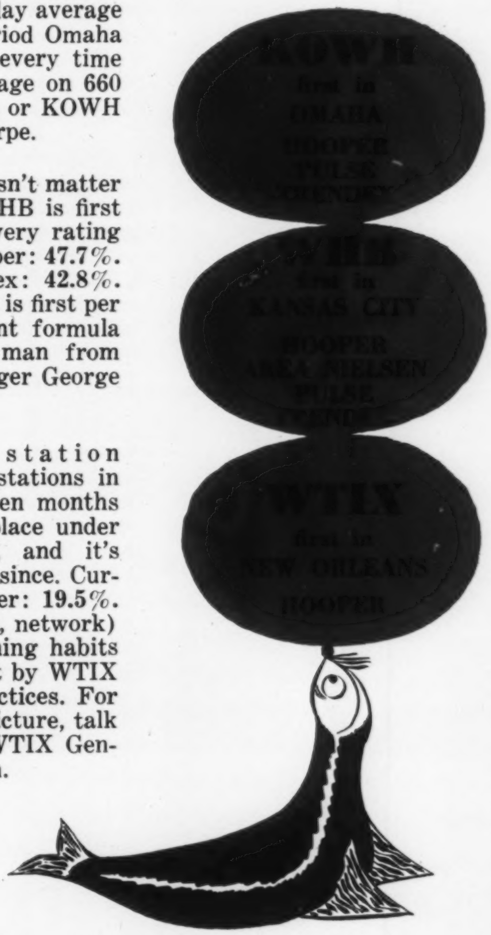
[illegible] Cease [illegible] Tv [illegible] the FCC

Buy the Mid-Continent Station and you get the biggest audience in each of these 3 markets

OMAHA. KOWH has placed first in audience year after year, gradually increasing its first place dominance until now KOWH is first in every time period on Hooper with 43.7%,—all day average rating. First every time period Omaha Council Bluffs Pulse. First every time period Trendex. Wide coverage on 660 kc. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KANSAS CITY. It doesn't matter which survey you prefer, WHB is first in every time segment of every rating service. All-day average Hooper: 47.7%. Area Nielsen 39.2%. Trendex: 42.8%. Every daytime ¼ hour WHB is first per Pulse. It's the Mid-Continent formula that does it. Talk to the man from Blair or WHB General Manager George W. Armstrong.

NEW ORLEANS. The station which was 11th among 11 stations in September, 1953 took just ten months to move from last to first place under Mid-Continent management, and it's been at or near the top ever since. Current first place all-day Hooper: 19.5%. Second station: (50,000 watt, network) 17.1%. Third: 11.9%. Listening habits of a lifetime have been upset by WTIX and so have timebuying practices. For an up-to-date New Orleans picture, talk to Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.



MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

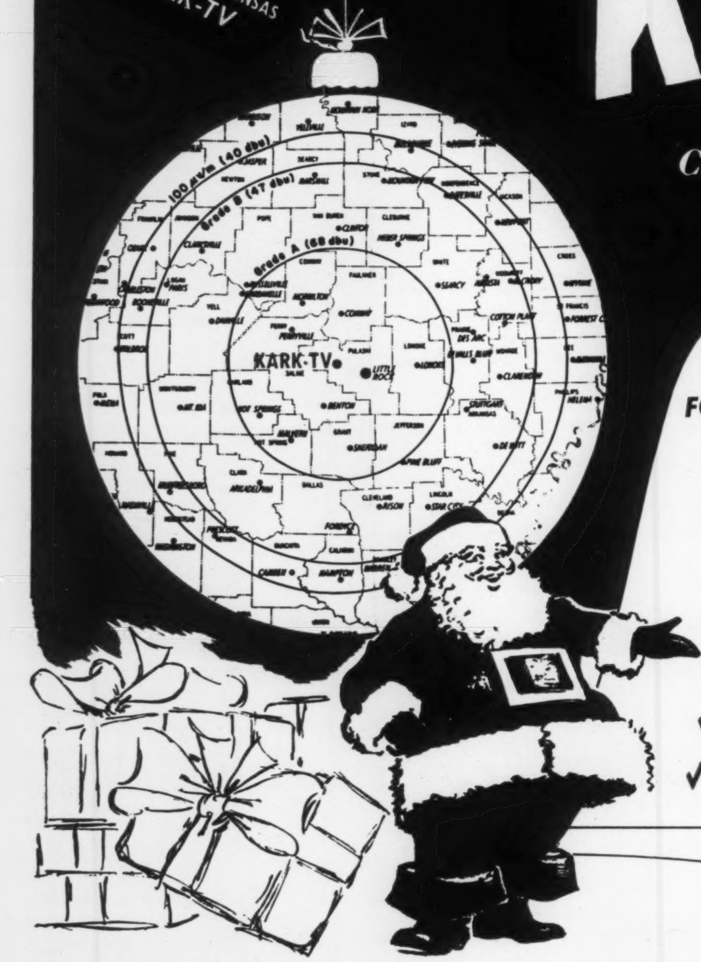
WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Here's the great new market . . . almost all of ARKANSAS offered by KARK-TV

KARK-TV

has done its Christmas shopping early!

with advertisers UPPERMOST in mind



Gift List

FOR KARK-TV ADVERTISERS . . .

- ✓ FULL POWER
- ✓ HIGH TOWER
- ✓ TOP SHOWS OF NBC
- ✓ QUALITY LOCAL PROGRAMS
- ✓ BIGGER MARKET
- ✓ COLOR FACILITIES

FULL POWER KARK-TV delivers your sales message with maximum power—a full 100,000 watts on channel 4.

HIGH TOWER KARK-TV's new antenna is one of the tallest in the South—1,693 feet above average terrain, 1,807 above ground.

TOP SHOWS OF NBC KARK-TV, now as before, is the only exclusively NBC station serving Arkansas. And the great list of shows featured by NBC this year will increase the Pulse-proved audience lead of KARK-TV.

QUALITY LOCAL PROGRAMS KARK-TV's "home-grown" shows are also top-rated. Specialized local programming such as Pat's Party for the children, and News Final, with KARK-TV's award-winning cameramen, are favorites throughout the state.

BIGGER MARKET KARK-TV's new power and tower carry your message to thousands more viewers—to almost all of Arkansas. Here's the 100 mv/m contour coverage:

	KARK-TV	State Total
Counties	44	75
Population	1,038,800	1,892,000
Households	290,100	527,100
Effective Buying Income	$1,024,507,000	$1,807,618,000
Retail Sales	724,199,000	1,399,040,000
Gross Farm Income	218,119,000	528,901,000

(Source: 1955 Sales Management Survey of Buying Power)

COLOR FACILITIES KARK-TV is now equipped with full network color facilities—will carry all of the season's NBC color spectaculars.

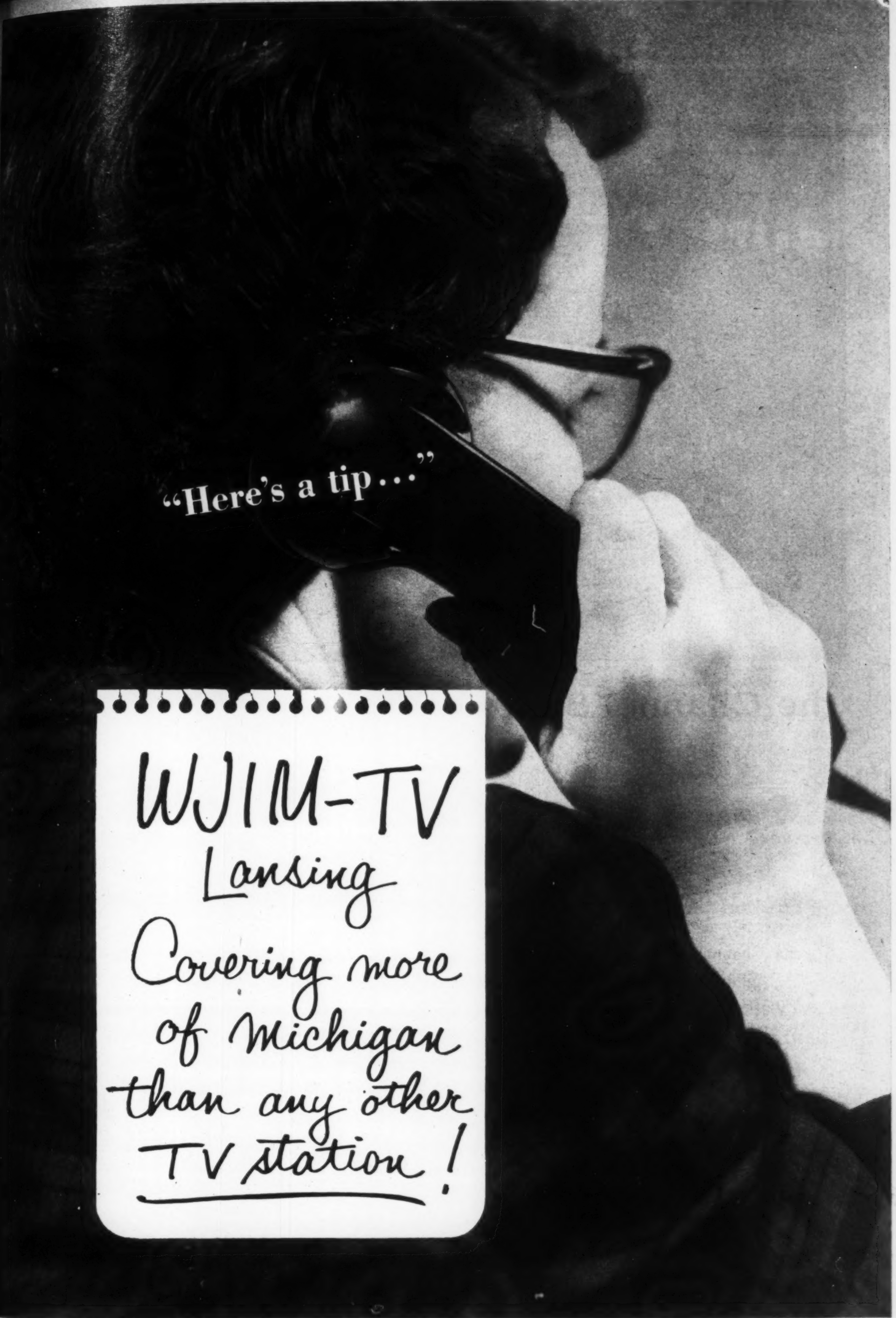
Your license to succeed in the Land of Opportunity

NBC

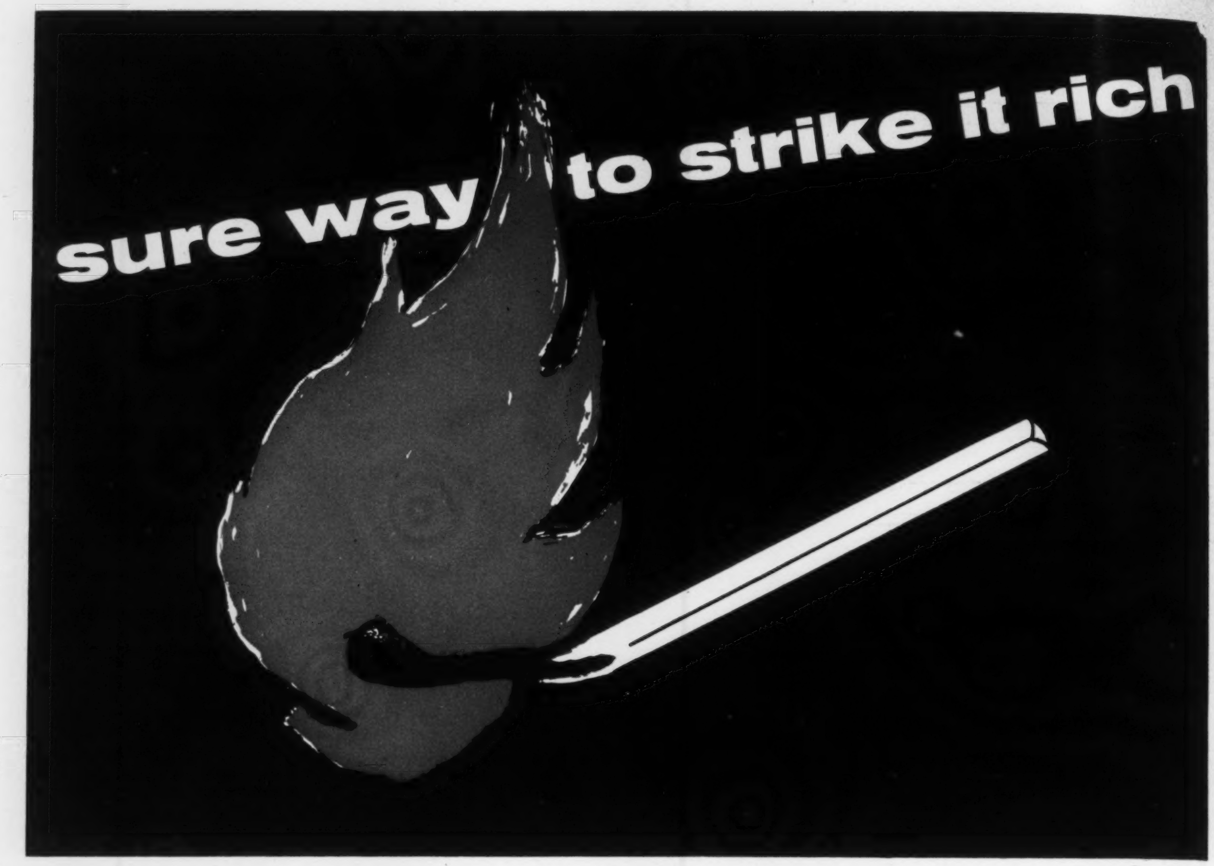
KARK-TV Channel 4

LITTLE ROCK, ARKANSAS

See Your Petry Man TODAY!


"Here's a tip..."
WJIM-TV
Lansing
Covering more of Michigan than any other TV station!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.


sure way to strike it rich

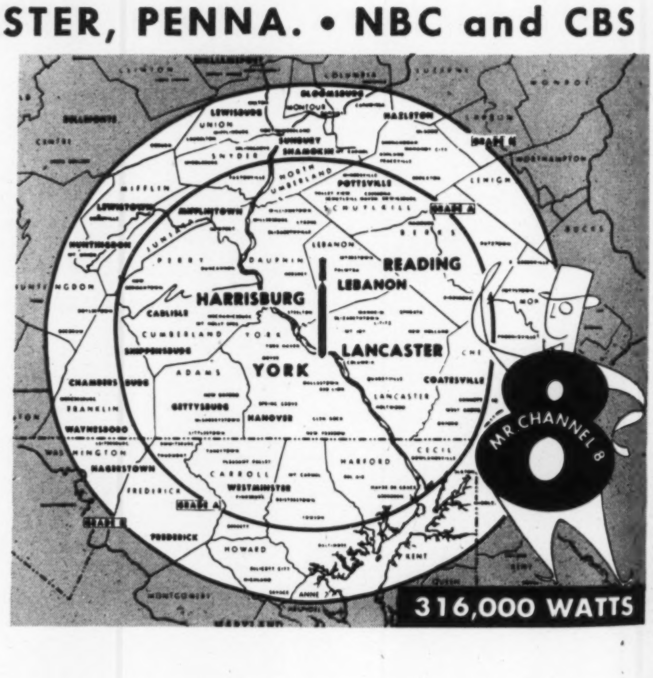
the Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. • NBC and CBS

The facts about this vast market are extremely pertinent to your selling. In the Channel 8 Multi-City region are 3½ million prospects. Here are 912,950 TV sets to carry your sales message and 5½ billion spendable dollars every year.

STEINMAN STATION
Clair McCollough, Pres.


HARRISBURG
READING
LEBANON
LANCASTER
YORK
POTTSVILLE
HAZLETON
LEWISTOWN
CARLISLE
GETTYSBURG
HANOVER
WESTMINSTER
COATESVILLE
CHAMBERSBURG
WAYNESBORO
HAGERSTOWN
FREDERICK
MR. CHANNEL 8
8
316,000 WATTS

Representatives:

MEEKER TV, INC.

New York **Los Angeles**
Chicago **San Francisco**

closed circuit®

FCC EXPEDITER • Internal dispute is engrossing FCC over proposed appointment of new key man in "executive director" slot. Proposed by Chairman McConnaughey, he would sit below FCC and above bureau heads, and would have function of expediting activities. At least three FCC members question appointment on ground FCC would be abdicating statutory authority which reposes in FCC itself and cannot be delegated. Protagonists contend status really is that of "expediter" to relieve chairman of detail and prevent staff backlogs. Proposal has been hanging fire since before Thanksgiving and is still on agenda.

B•T

APROPOS executive director proposal, two names have been heard: (1) Warren E. Baker, who would be elevated from general counselship: (2) Stanley J. Tracy, of Ogden, Utah, 55-year-old former FBI assistant director, who retired from service in May 1954.

B•T

MOTORS MOVING • As example of steadily mounting advertising spending by automakers, Lincoln-Mercury Division (Mercury cars) of Ford Motor Co., Detroit, through its agency, Kenyon & Eckhardt, New York, is considering radio spot announcement campaign to start early in January in about 100 major markets. Spots, on short term basis, possibly may be extended. Plans have not yet been approved but decision is expected early this week.

B•T

RAM-RODDING proposal for horizontal increases in power for am stations (four-fold boost in each category has been suggested) is Todd Storz, major market independent station owner (KOWH Omaha, WHB Kansas City, WTIX New Orelans, and application pending for WDGY Minneapolis), who has undertaken basic research in field. Project was given preliminary consideration by NARTB Am Committee at meeting last Tuesday with approval of resolution to circularize NARTB Radio Board on pro's and con's and with consideration of project at upcoming Arizona board meeting (story page 56).

B•T

MEXICAN POWER • XERF Villa Acuna, Mexico, across Rio Grande from Del Rio, Tex., operating on 1570 kc, reportedly plans to increase power to 250,000 w by next June. Channel is Mexican-Canadian shared and it's reported export division of U. S. manufacturer has sold transmitter, to cost in neighborhood of $200,000-$250,000. U. S. am power is limited to 50,000 w and move to increase output four-fold has been underway for some time.

RANSOM P. DUNNEL, director of radio-tv, D'Arcy Adv., Chicago, before that with Ward Wheelock (now defunct) and for nine years co-manager of radio-tv department, Cunningham & Walsh, New York, expected to join Norman, Craig & Kummel, New York, as executive assistant to Walter Craig, vice president in charge of radio and television. Mr. Dunnel's appointment is in line with agency growth because of new tv billings.

B•T

WHA' HOPPEN? FCC is embroiled in hot and unprecedented situation wherein its membership is split three ways, with litigation indicated unless it reconsiders. Case involves KFRE vs. KARM Fresno, Calif., competing for ch. 12. Three commissioners (Webster, Doerfer, Mack) last Wednesday voted for KFRE; two (Chairman McConnaughey, Lee) were for KARM. Remaining two (Hyde, Bartley) argued for deintermixture rule-making, since Fresno presently has no vhf's, but were voted down. On nose count, latter two then voted against each applicant in support of deintermixture contention. Question: Do Hyde and Bartley votes mean 4-3 action against KFRE; or 5-3 vote against KARM, or should decision be 3-2 for KFRE with Hyde-Bartley position "not participating"?

B•T

LOOK for announcement on grant of ch. 3 Madison, Wis., to Radio Wisconsin (WISC and Evening Telegram Co.) over Badger Broadcasting Co. (WIBA). Commissioner Hyde and Bartley stuck to guns on proposal that deintermixture issue be determined as part of rule-making since there are no other vhf's in market (see above). Indicated vote: 5-2.

B•T

SPORTS AND JUSTICE • Inferences by college athletic authorities that NCAA football tv plan has approval of Dept. of Justice can't be verified at department, where usual policy is to let courts make final antitrust decisions. Department obviously is watching football and baseball telecast operations, and is perusing red-hot resentment of Comr. Ford Frick over unwillingness of antitrust staff to give advance approval of major league broadcast policies. NARTB's Sports Committee, which meets tomorrow (Tuesday) in New York, has followed policy of close observation without getting into antitrust situations or gutter fights.

B•T

CHANCES are there'll be "Radio Week" in 1956, apart from what in past few years has been combined "Radio-Television Week." Dissatisfied with what they consider brush-off to radio in many local Radio-Tv Week celebrations this year, Radio Advertising Bureau's guiding lights have approved RAB management recommendation that steps be taken to see radio gets equal treatment. RAB won't be alone. NARTB Am Committee last week took similar action (see story page 56).

B•T

TWO-WAY STREET • Universal-International is selling dozen unproduced story properties to top tv drama shows for one-shot use. U-I not only gets some revenue from idle scripts, but gains preview test plus publicity buildup for story and U-I stars when used. Shows include *Robert Montgomery Presents, Kraft Tv Theatre, Justice, U. S. Steel Hour.*

B•T

POPULAR guessing-game for some time has been: How does Big 10 split its tv proceeds under NCAA football control plan? And how much is involved? Answers: Conference divvies receipts among all schools. Last week it divided more than $600,000 into 10 shares—or $60,000 each. Half of $600,000 came from four appearances on national television (NBC-TV), and balance from five games on regional tv (under contract with CBS-TV).

B•T

ABOUT TIME • After 14 years, FCC soon hopes to decide finally case of KOB Albuquerque vs. ABC's key station, WABC New York. Under 1941 reallocation, 1180 kc was deleted, with KOB temporarily given 1030 kc (WBZ Boston, I-B clear) while search for permanent assignment was being made. This met with objections from KOB and further shift to 770 kc (WABC, I-A clear) was ordered. But it enjoined move and KOB has been operating on 770 since under special service authorizations. Two-man committee of Commissioners (Webster and Bartley) has been named to bring in recommendation to settle hoary problem once and for all.

B•T

MAJOR radio-tv sponsors, networks and stations seen as source for show units to entertain overseas servicemen, Defense Dept. officials indicate. Hollywood Coordinating Committee dies after Christmas when movie majors are expected to cut support because radio-tv is getting most publicity. Promotion potential for "commercial" publicity is unlimited with talent expenses tax-deductible and government providing transportation, food and housing for units.

B•T

CLAY'S QUESTION • It's likely that question of limiting competition in broadcasting, exploded by NARTB Radio Board Chairman Henry B. Clay (KWKH Shreveport) at Des Moines regional meeting Nov. 7, will receive formal consideration at upcoming NARTB board meeting in Chandler, Ariz., Feb. 1-3. Proposal that issue be placed on board agenda was made at NARTB's Am Radio Committee in Washington last Tuesday (story page 56).

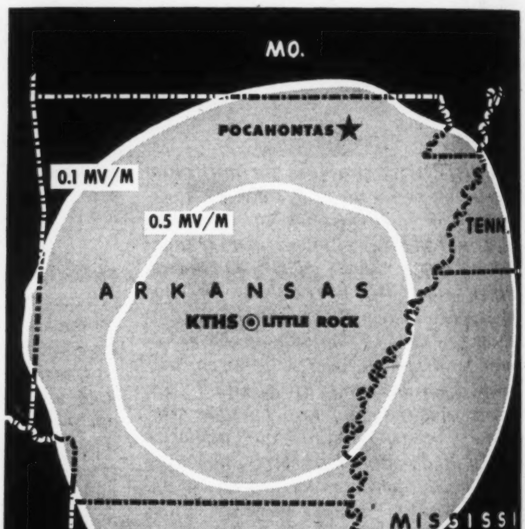
KTHS (LITTLE ROCK)

EASILY COURTS *POCAHONTAS,* TOO!

KTHS is Basic CBS Radio for Little Rock—but with 50,000 watts, it also reaches hundreds of small towns and cities *throughout the State.*

KTHS does heap big job in *Pocahontas* (Ark.), for example. Only slightly under 4,000 souls there, it's true, but scores of other such communities combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Ask your Branham man for all the facts.



The Station KTHS Daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS

50,000 Watts
CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

at deadline

SARNOFF-WEAVER DUTIES SPELLED OUT

FUNCTIONS of new team of Robert Sarnoff as NBC president and Sylvester L. (Pat) Weaver as board chairman were delineated Friday by Brig. Gen. David Sarnoff in address before NBC-TV affiliates in Chicago.

He said Mr. Weaver will concentrate on "life blood" of network-station broadcasting (programming) while Robert Sarnoff will be freed of "good many" administrative chores and be able to exercise judgment on "day-to-day operations and in the planning ahead." Gen. Sarnoff assured affiliates this was "permanent arrangement" with no "implications back of it."

Mr. Weaver told affiliates: "We are going to continue to program up, not down. We will use showmanship and skill to great audiences, but we will continue, in any event, to meet our commercial challenges, and well within doing the kind of shows that we know must be done." He said NBC must keep fighting for its advertising, circulation and information policies because they're unique and difficult and come under attack.

After hearing Gen. Sarnoff and Robert Sarnoff, who discussed future NBC color plans (see early story page 64), affiliates late Friday adopted resolution reporting "We affirm our faith in NBC's future as the leader in television and are proud to share in that leadership as NBC's affiliates."

They adopted resolutions lauding Robert W. Sarnoff and Mr. Weaver on their promotions to the presidency and board chairmanship, respectively, of the network.

Mr. Weaver was commended for "creative imagination" enlarging "scope of television as a service to the public and the advertiser," his direction of the NBC-TV network (including development of new program concepts and expansion of contributions as a "service of information, culture and enlightenment"), pioneering new advertising patterns and setting "higher" goals for television for affiliates and public.

STATUS QUO

WORKING RELATIONSHIP among top executives at NBC will continue as of present with no major changes contemplated, Robert W. Sarnoff, newly-elected president, told network employes in personal memo to staff released Friday. Mr. Sarnoff formerly executive vice president, said there is no plan to fill his former post and that persons who formerly reported to him in that capacity will continue to do so.

At same time, Mr. Sarnoff said that "NBC's future was never more promising. With the development of color and the other potentials of television still to be realized, the success of the past is only a token of what we can achieve in the years ahead." He also noted that opportunities for everyone in the network to advance "on the basis of performance" will continue, as NBC maintains its growth, and warmly expressed appreciation to NBC staff support "you have given Pat Weaver and me in our management positions over the past two years."

FCC Picks Barrow's Staff For Network Investigation

A LAW SCHOOL assistant dean who has been teaching course on communications law, has been appointed executive secretary of FCC's Network Study Committee staff, which is headed by U. of Cincinnati Law School Dean Roscoe L. Barrow. He is Louis H. Mayo, assistant dean, George Washington U. Law School, Washington.

Mr. Mayo's appointment was announced Friday along with five other staff assignments. Others are Harry J. Nichols, formerly with Mumm, Malloy & Nichols advertising agency, Columbus, Ohio; Hyman H. Goldin, chief, FCC Economics Div., Broadcast Bureau; Ashbrook P. Bryant, FCC attorney; James F. Tierney, attorney, and Peter Gerlando, FCC economist.

Dean Mayo is U. S. Naval Academy graduate, served during World War II reaching rank of lieutenant commander. He has been presenting communications law course at George Washington U. since 1951, and has served as consultant for White House special projects.

Mr. Nichols, recently retired as senior vice president and part owner of Columbus, Ohio, ad agency, will serve as consultant on advertising and marketing. He is past president of Advertising Club of Columbus and was a founder of Columbus Sales Executives Club.

Mr. Goldin has been FCC Economics Div. chief since 1948.

Mr. Bryant, after private practice in New York, served with Securities & Exchange Commission, was special assistant to Attorney General on war fraud matters, served as chief counsel, Senate Preparedness Investigating Committee.

Mr. Tierney was with British Purchasing Commission and Kaiser Co., 1940-1942, has been consultant with Small Business Administration, Robert A. Mayhew Assoc., House of Representatives Committee on Appropriations.

Mr. Gerlando has been employed as economist and statistician with OPA, Commerce Dept., Federal Security Agency and Census Bureau.

CBS Affiliates End Parley

SPECIAL MEETING of CBS Radio Affiliates Assn.'s board of directors with network executives ended early Friday afternoon in New York (see early story, page 68). Affiliates group adopted resolution commending network for "superior program concept" that, it said, "is making a substantial contribution to the art of broadcasting" and increasing affiliates' audiences.

Election of association's executive committee also was announced. It includes Kenyon Brown, KWFT Wichita Falls, Tex., board chairman, and members George B. Storer, Storer Broadcasting Co.; Worth Kramer, WJR Detroit; F. C. Sowell, WLAC Nashville, and Saul Haas, KIRO Seattle. Board decided next CBS Radio Affiliates' convention will be held in mid-September next year at Hotel Pierre, New York.

• BUSINESS BRIEFLY

PA PLANS SPOTS • R. J. Reynolds Tobacco Co. (Prince Albert smoking tobacco), Winston-Salem, N. C., planning to supplement its radio network show, *Grand Ole' Opry*, on NBC Radio with 52-week radio spot campaign starting in January. William Esty Co., N. Y., is agency.

SPOT RADIO FOR AJAX • Colgate-Palmolive Co. (Ajax), N. Y., set to launch spot radio campaign early next year in 25-30 markets to supplement spot tv coverage. Agency is Bryan Houston, N. Y.

NEW YEAR'S RESOLUTION • Harold F. Ritchie Inc. (Brylcreem hair dressing), Clifton, N. J., buying 52-week national tv spot campaign starting Jan. 1 in approximately 23 markets. Atherton & Currier Inc., N. Y., is agency.

INSURANCE BUYS NEWS • Bankers Life & Casualty Co. (White Cross hospital plan), Chicago, will sponsor news broadcast with Paul Harvey (Sun., ABC Radio, 6:15-6:30 p.m. EST), starting Jan. 2. Agency: Grant, Schwenck & Baker, Chicago.

Flat Radio-Tv Ban Issued By Judge in Colorado

STORM of protests against flat ban on any recorded or photographic coverage of trial of John Gilbert Graham, charged with planting bomb that caused 44 deaths in Nov. 1 airliner explosion, developed Friday. Ban was issued by Judge E. V. Holland, of Colorado Supreme Court, who supervises all state district courts. (See story page 79 of favorable reaction to live telecast of Waco, Tex., murder trial.)

Harold E. Fellows, NARTB president, wired protest to Judge Holland, terming action "puzzling" since preliminary hearing Nov. 28 was covered by tv and radio. Radio-Tv News Directors Assn. was among those protesting. Mr. Fellows recorded views in beep interview with Sheldon Peterson, KLZ-AM-TV Denver news director.

Inquiries in Denver brought observation that group of prominent attorneys had resented favorable comments directed at Judge Edward Keating, who permitted radio-tv coverage at preliminary hearing. Their protests were described as important factor in statement by Judge Holland that Graham trial was becoming spectacle. Those involved in earlier hearing were said to have felt it was conducted with dignity.

Mr. Fellows cited Oklahoma radio-tv court experience in calling Judge Holland's act "setback in our efforts to guarantee freedom of information." Judge's ban to be extended to all Colorado district courts, as well.

Agency Plans Reorganization

REORGANIZATION among top echelon executives at MacManus, John & Adams Inc., Bloomfield Hills, Mich., will take place early this week with James R. Adams, one of founders, and president for past ten years, to be elected chairman of board and Ernest A. Jones, executive vice president, slated to succeed Mr. Adams as president. Other major personnel changes also scheduled. W. A. P. John, original chairman of board, retired several months ago.

ABBOTT & COSTELLO • ALL STAR THEATRE • ANNIE OAKLEY • BIFF BAKER • BIG GAME HUNT
CAPTURED • COLONEL MARCH • CONFIDENTIAL FILE • DANGEROUS ASSIGNMENT
LIFE WITH FATHER • ABBOTT & COSTELLO • ANNIE OAKLEY • BIFF BAKER
BIG GAME HUNT • CAPTURED • COLONEL MARCH • CONFIDENTIAL FILE • DANGEROUS ASSIGNMENT

...and a happy new year too!

GUY LOMBARDO
Sundays at 8 p.m.
First in its time period with 18.4*

BRODERICK CRAWFORD
His "Highway Patrol" series rates 20.1*
Fridays at 9 p.m.

ROY ROGERS
Combined with Gene Autry feature-length films on "Trailtime," weekdays at 6 p.m., Sundays at 7 p.m. Top cumulative rating of 40.2*.

The best-known, highest-rated syndicated program packages now featured on KPHO-TV will bring HAPPIEST RETURNS for advertisers during 1956. They're established audience attractions with Phoenix televiewers. They feature TOP STARS for greatest audience appeal and consumer acceptance of your product or services.

RANGE RIDER
A long time Phoenix favorite with a 22.1 rating.*

ANNIE OAKLEY
Tops all network competition with 23.8*, Fridays at 7:30 p.m.

Through outright or participating sponsorship, KPHO-TV PROGRAM FEATURES allow you MAXIMUM FLEXIBILITY for the most effective campaign to reach the ever-growing Phoenix market. Combines with KPHO-TV'S MULTI-SPOT discount plan; you can't find a better cost-per-thousand buy. Call your KATZ man now.

***Phoenix ARB, October, 1955**

MEREDITH *Radio and Television* **STATIONS**
affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. ABC	TV Channel 5 CBS	RADIO 620 kc. ABC	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 NBC

at deadline

Corpus Christi V Granted; Vail Mills Drop-In Stayed

FCC cleared out first of controversial vhf grants Friday—Corpus Christi, Tex., ch. 6—and at same time federal court in Washington issued stay order against effective date of ch. 10 drop-in to Vail Mills, N. Y. (outside Albany).

Grant went to KRIS·Corpus Christi, remaining applicant in that city's ch. 6 case. KRIS was opposed by KWBU same city, but after initial decision favoring KRIS in June 1954 and oral argument before Commission, KWBU withdrew. In Friday order FCC denied petition of ch. 22 KVDO-TV Corpus Christi to intervene in ch. 6 case and for stay of grant there. KVDO-TV attorneys said they would appeal the grant and ask for court stay order.

U. S. Court of Appeals in Washington voted 2-1 to issue stay order against ch. 10 drop-in to Vail Mills. Circuit Judges Prettyman and Bazelon favored, Danaher opposed. Case, argued Thursday (see story, page 76), brought by uhf stations WTRI (TV) Albany and WMGT (TV) Pittsfield, Mass. Court turned down WTRI request on grounds "irreparable" damage not proved; granted WMGT motion on grounds it proved such potential damage. Court added that its action has no bearing on FCC's allocation proceeding.

Washington attorneys were divided on meaning of court action. Some saw decision as straw in wind that all Commission vhf grants will meet same fate. Others differentiated between drop-in, which revised allocation table while allocations hearing under way, and grants which make no change in allocation assignments.

With Dec. 15 deadline for allocations comments on horizon, first major document was filed Friday by Hometown Television Inc. This is group of small city tv stations, some uhf and some vhf. Group proposed: (1) each station's coverage conform to retail trading area of community; (2) new stations should be permitted in communities thus "uncovered;" (3) institution of deintermixture where practicable. Hometown Tv group also recommended that vhf drop-ins be okayed for use of uhf operator in areas where three vhf stations were operating. This would be on a dual uhf-vhf operation. This should be on temporary basis, group said, and after 85% conversion to uhf or five years after beginning of vhf operation, uhf operators must return to uhf-only operation.

Group also called on FCC to compel networks to make more programs available to uhf stations, to reject proposal to permit Zone I stations to increase tower heights, to revise its policy on satellite stations, and to rescind its proposal to permit 5 megawatt uhf operation.

Finally, group said, Commission should "create the type of psychological atmosphere which shows that the Commission is irrevocably committed to making uhf succeed."

UP Radio's Yearend Bonus

UNITED PRESS RADIO is offering radio news wire clients special, 30-minute dramatic recorded program highlighting UP's top 10 news stories of 1955 as year-end bonus upon request. Produced by radio packager Sherman H. Dryer, *Cavalcade of 1955* features dramatic recaps of most outstanding events in year, UP Radio said Friday.

SUSTAINING HOLIDAYS

IN ORDER to bring its listeners complete holiday entertainment on Christmas and New Year's Day, WPAT Paterson, N. J., has cancelled all commercial commitments for those days. Emphasis will be placed on music, interrupted only at half hours for brief news summaries, station said Friday.

CBS-TV, NBC-TV Take Six, ABC-TV Two 'Look' Awards

CBS-TV and NBC-TV each received six and ABC-TV two of *Look* magazine's sixth annual tv awards, it is being announced in New York today (Mon.). Awards went to following programs or personalities, identified with network and category; *Climax* (CBS-TV), drama; *Disneyland* (ABC-TV), children; *$64,000 Question* (CBS-TV), quiz or panel; *Peter Pan* (NBC-TV), special (new category added this year); *Ed Sullivan Show* (CBS-TV), variety; *Omnibus* (CBS-TV), educational; *Meet the Press* (NBC-TV), public affairs; *Cavalcade of Sports* (NBC-TV), sports; *News Caravan* (NBC-TV), news; *Life Is Worth Living* (ABC-TV), religious; George Gobel (NBC-TV), comedian; Garry Moore (CBS-TV), master of ceremonies; Alfred Hitchcock (CBS-TV), director, and Robert Montgomery (NBC-TV), producer. Awards will be presented during *Masquerade Party* on ABC-TV Dec. 21.

Speidel-Fischer Bcstg. Buys 75% Interest in WQOK

SALE of 75% of WQOK (formerly WAKE) Greenville, S. C., to Speidel-Fischer Broadcasting Co. (WOIC Columbia, S. C.) for $105,000 announced Friday. Sellers V. D. Ramseuer, J. A. Ramseuer and Wilkins Norwood retain 25% interest. WQOK operates on 1440 kc, 5 kw and is affiliated with CBS. Sale negotiated by Blackburn-Hamilton, station broker.

Also on Friday, application was filed with FCC for assignment of license of KERO Bakersfield, Calif., from Kern County Broadcasters Inc. (KERO-AM-TV) to C. Dexter and Carl E. Haymond for $85,000. Gene DeYoung, Kern County president, retains ownership of KERO-TV. KERO is 1230 kc, 250 w, is affiliated with NBC.

Messrs. Haymond own KIT Yakima, Wash. C. Dexter Haymond will serve as KERO general manager. KERO transaction also handled by Blackburn-Hamilton.

Niles Resigns Kling Post

FRED A. NILES, executive vice president and founder of Kling Film Productions Div. of Kling Studios Inc., announced resignation Friday and will reveal future plans in January. Robert Eirinburg, president of Kling Studios, told B•T he will announce replacements shortly, including new production executive and sales manager. He also denied reports Kling Studios contemplates merger or extensive reorganization, saying "entire organization will remain intact."

PEOPLE

J. CARLISLE MacDONALD has retired as assistant to board chairman in charge of public relations for U. S. Steel Corp., effective Jan. 1. **PHELPS H. ADAMS** moves to executive director of public relations and assistant to board chairman; **CHARLES W. HUSE** to director of public relations administration and **FRED LE PELL** to assistant director of public relations administration.

ROBERT D. STUART JR., manager of Pet Foods Dept. (Ken-L-Ration dog food, Puss 'n' Boots cat food), Quaker Oats Co., Chicago, elected vice president of department, succeeding **FRANK R. WARTON,** retired.

ERNEST A. DEMETRE, with General Electric Co. since 1951 as engineer in tube department, named power tube application engineer in department.

DAVID J. WATERS, former NBC Chicago producer and director, appointed chief of radio-tv branch of Dept. of State news division.

Crosley Shifts Executives, Adds Three to Sales Staff

ROBERT E. DUNVILLE, president of Crosley Broadcasting Corp., assumed similar capacity with Crosley Broadcasting of Atlanta Inc. (WLWA [TV] Atlanta) in number of key appointments announced Friday. Harry Le Brun, general manager of WLWA (TV), became vice president and general manager of Crosley Broadcasting of Atlanta and member of board, while Joe Dwyer, assistant secretary and assistant treasurer, was elected vice president, retaining present duties.

Three additions to New York sales office of Crosley Broadcasting also announced. They are Roger J. La Reau, formerly station manager of WCMB-AM-TV Harrisburg, Pa., William J. Murray, formerly with H-R Representatives Inc., and Vincent de P. Meade, formerly with CBS.

Don Lee Names Two V. P.'s

JOHN REYNOLDS, general manager of KHJ-TV Hollywood, and James Richards, eastern sales manager for Don Lee Broadcasting System and KHJ-TV, have been named vice presidents, it was announced Friday by Willet H. Brown, president of Don Lee, General Teleradio subsidiary. They retain their present capacities.

Rayel Moves to CBS-TV Post

JACK RAYEL, producer of Maurice Evans' *Hall of Fame* series on NBC-TV and former producer of NBC-TV's *Home* and *Producers Showcase,* named CBS-TV director of network programs, Hollywood, replacing William Dozier, who has become RKO Radio Pictures vice president in charge of production, Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, is announcing today (Mon.). Mr. Rayel, assigned by NBC-TV in 1951 to program procurement, was moved to program sales in 1952 and year later became program manager.

Baltimore Tvs to Share Mast

MOVE of all three Baltimore tv stations to one tower, at present WAAM (TV) Baltimore site has been announced by Baltimore Mayor Thomas D'Alesandro. Other stations are WBAL-TV and WMAR-TV. Site for new tower will be off Druid Park Drive in Baltimore suburb of Woodbury. New tower will be between 750 ft. and 1,200 ft. above ground, will be owned by joint corporation. Three stations are preparing to submit request to local airspace panel and then to FCC.

the week in brief

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*Reg. U. S. Patent Office

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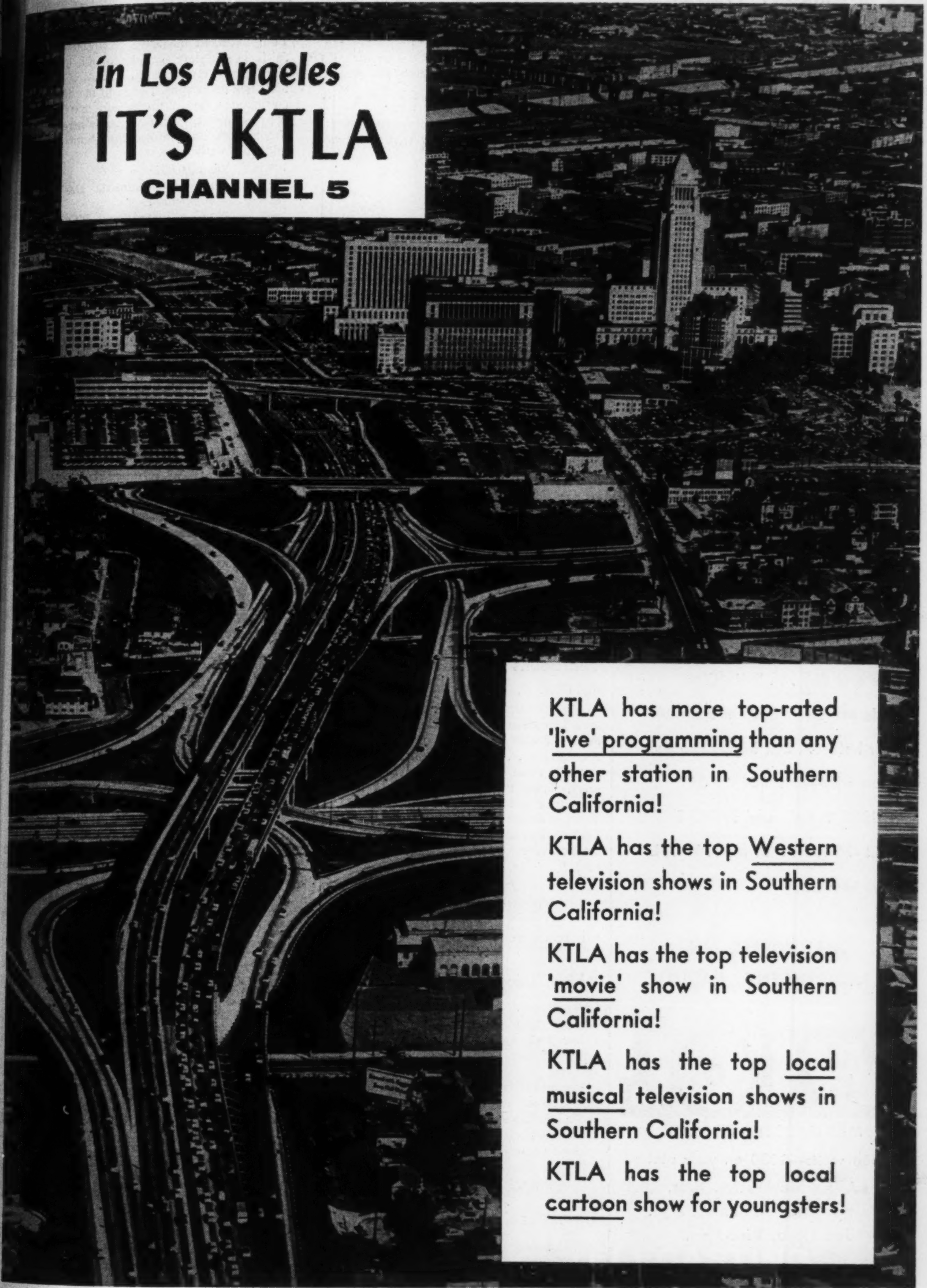


in Los Angeles IT'S KTLA

CHANNEL 5

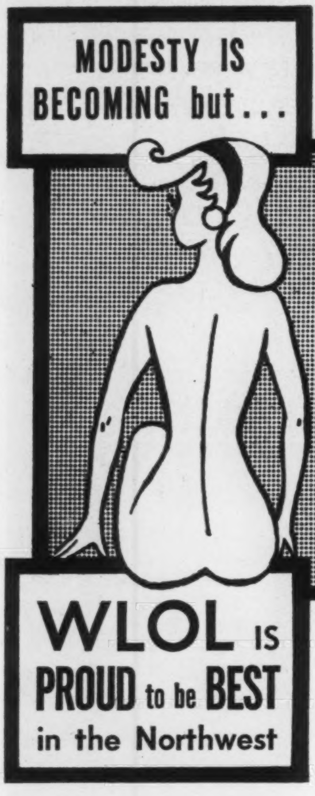
KTLA has more top-rated 'live' programming than any other station in Southern California!

KTLA has the top Western television shows in Southern California!

KTLA has the top television 'movie' show in Southern California!

KTLA has the top local musical television shows in Southern California!

KTLA has the top local cartoon show for youngsters!


MODESTY IS BECOMING but...
WLOL IS PROUD to be BEST in the Northwest

Why be shy about it?? Latest PULSE ratings prove that hour by hour . . . nite and day . . . Twin City dials are on "1330" more than ever before. Our happy sponsors know why—it's TOP "POP" MUSIC, NEWS and SPORTS $ELL-POWER that make WLOL your best buy!

THE TOPPER IN INDEPENDENT RADIO

WLOL

MINNEAPOLIS - ST. PAUL
5000 watts—1330 on your dial
LARRY BENTSON, *Pres.*
Wayne "Red" Williams, *Mgr.*
Joe Floyd, *Vice-Pres.*

AM RADIO SALES

OPEN MIKE

AAAA Approval

EDITOR:

. . . Your handling of Fred Gamble's TvB talk [B•T, Nov. 14] was superb and we were greatly pleased by it.

Richard L. Scheidker, Sec.
Committee on Radio-Tv Production
American Assn. of Advertising Agencies
New York

Flash-Matic Backfire?

EDITOR:

I would like to offer my opinion on the Zenith commercial eradicator. I believe the whole idea will backfire on Zenith eventually. In order to tell when to turn the sound back on, you are surely going to have to watch that screen "awful durn" close. 'Nuf said.

E. D. Scandrett, Pres. & Gen. Mgr.
WKEI Kewanee, Ill.

EDITOR:

I would like to call your attention to the new so-called "commercial killers" that are now being manufactured. I am sure you are well aware and have seen several of them that are now on the market. The Zenith Radio Corp. seems to be the worst offender. . . .

This station will not—and I repeat, will not—carry advertising on these gimmicks that cut the commercials. I would like to see the management of every station ban these gimmicks. . . .

R. D. McGregor, Gen. Mgr.
KBNZ La Junta, Colo.

[EDITOR'S NOTE: For B•T's views on the Zenith commercial sound killing "Flash-Matic" device, see editorials titled "Shooting Off the Commercial" (B•T, June 27) and "The Zenith Bite" (B•T, Dec. 5)].

Yearbooks Real Gone

EDITOR:

We have a problem. We seem to have gremlins, leprechauns, sprites or competitors who make off with one of our most essential reference pieces . . . B•T YEARBOOK. We've tried chaining them to the desks, putting them in the safes, hiring Pinkerton guards, but try as we may, they still disappear . . .

All of which is by way of saying, will you be kind enough to ship us five copies of the 55-56 TELECASTING YEARBOOK - MARKETBOOK post haste?

C. E. Trainor
Manager Promotion-Publicity
WAGA Atlanta, Ga.

[EDITOR'S NOTE: Yearbook replacements have been rushed to WAGA.]

RAB Clinic

EDITOR:

Your excellent reporting of the recent RAB Clinic [B•T, Oct. 17] served as a source of material for our recent meeting with local area agencies.

Because of reference employed and for further detailed information regarding the sell of radio which we wish to share with the agencies, kindly forward nine copies of the issue at your earliest convenience, billing us for same.

W. Eldon Garner, Mgng. Dir.
WKMF Flint, Mich.

Overseas Service

EDITOR:

I have just renewed my subscription for B•T for two more years, which reminded me to celebrate the occasion of the completion of my second year in Geneva as a member of the International Frequency Registration Board. Your excellent magazine has been most helpful in keeping me acquainted with the industry developments in the United States as well as the activities of various friends in the field of telecommunications. I might add that I pass my copy around to various friends here who find the articles and information both interesting and informative . . .

John H. Gayer
Union Internationale Des Telecommunications
Comite International D'Enregistrement Des Frequences
Geneva, Switzerland

No Interlock

EDITOR:

Your story in the AT DEADLINE section of the Dec. 5 B•T concerning the awarding of ch. 10 in Richmond gives the impression that WTAR and WTAR-TV and Norfolk Newspapers are controlled by Richmond Newspapers Inc. This, of course, is nonsense as Richmond Newspapers Inc. does not own a share of stock in our corporations and exercises no control whatsoever, nor has it ever done so. It has no influence nor has it ever sought to influence any of our policies or operations.

It is true, of course, that some of our substantial stockholders also own minority interests in Richmond Newspapers Inc. and this apparently has been blown up to indicate that the two companies are interlocking, which is not the case . . .

Campbell Arnoux, Pres.
WTAR-AM-TV Norfolk, Va.

[EDITOR'S NOTE: The exigencies of AT DEADLINE writing contributed to an unfortunate choice of phraseology. The FCC found that Richmond Newspapers Inc. (RICHMOND TIMES-DISPATCH and NEWS-LEADER [WRNL-AM-FM]) is 54% owned by the Bryan group and 46% by the Norfolk group. The Bryan group also controls TAMPA (Fla.) TRIBUNE (WFLA-AM-FM-TV) and PETERSBURG (Va.) PROGRESS-INDEX. The Norfolk group controls the NORFOLK VIRGINIAN-PILOT and LEDGER-DISPATCH (WTAR-AM-FM-TV). The Bryan group has no connection with the Norfolk newspaper or broadcast stations.]

Man of Letters

EDITOR:

. . . I have had far more letters of comment [OUR RESPECTS, B•T, Nov. 28] than any reasonable degree of vanity could have anticipated. Generally an article of this kind is not carefully read unless it is the product of an unusual degree of writing ability. There can be no other answer to the proportions to which my personal mail has jumped since that Monday.

Earl J. Hudson, Vice President
American Broadcasting Co.
Hollywood, Calif.

Executive Position

EDITOR:

I have just finished reading "They Tell Me I'm Too Good To Hire" [B•T, Nov. 28] and I got such a bang out of it I had to write to tell you so. I don't know who wrote the article but I certainly would like to meet him, shake his hand and commiserate with him.

I too am at present without a job and believe me I have gone through and, in fact, am still going through the exact experiences as this fellow is doing. I could have written exactly the same experiences in an article—the stapling of the resume, the replies from a classified ad, the experiences in halls and rooms at the NARTB conventions . . . I, too, have been sorely

5820
RCA
ELECTRON TUBE

. . . year
after
year

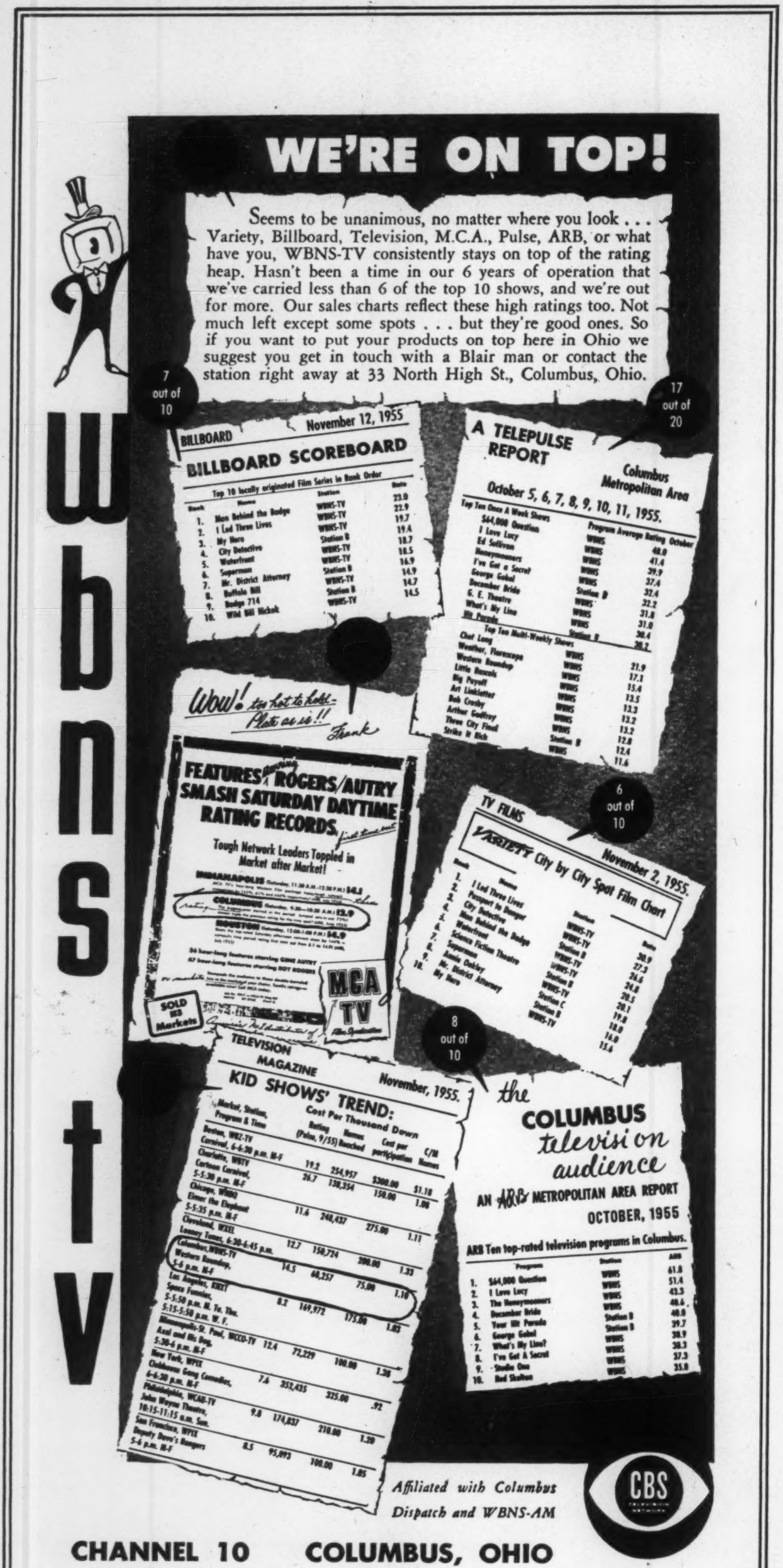
This is the Image Orthicon, Type 5820. RCA designed this tube — and developed the specialized equipment and techniques necessary to precision-manufacture it.

Known for superb picture quality, high stability, and remarkable uniformity, RCA Image Orthicons have been making friends with TV stationmen and sponsors since 1949.

Image Orthicon—
the TV Camera Tube that made
modern telecasting practicable

PICK-UP TUBES for TELECASTING

RADIO CORPORATION OF AMERICA



WE'RE ON TOP!

Seems to be unanimous, no matter where you look . . . Variety, Billboard, Television, M.C.A., Pulse, ARB, or what have you, WBNS-TV consistently stays on top of the rating heap. Hasn't been a time in our 6 years of operation that we've carried less than 6 of the top 10 shows, and we're out for more. Our sales charts reflect these high ratings too. Not much left except some spots . . . but they're good ones. So if you want to put your products on top here in Ohio we suggest you get in touch with a Blair man or contact the station right away at 33 North High St., Columbus, Ohio.

BILLBOARD November 12, 1955

BILLBOARD SCOREBOARD

Top 10 locally originated Film Series in Rank Order

Rank	Name	Station	Rate
1.	Men Behind the Badge	WBNS-TV	23.0
2.	I Led Three Lives	WBNS-TV	22.9
3.	My Hero	WBNS-TV	19.7
4.	City Detective	Station B	19.4
5.	Waterfront	WBNS-TV	18.7
6.	Superman	WBNS-TV	18.5
7.	Mr. District Attorney	Station B	16.9
8.	Buffalo Bill	WBNS-TV	14.9
9.	Badge 714	Station B	14.7
10.	Wild Bill Hickok	WBNS-TV	14.5

A TELEPULSE REPORT

Columbus Metropolitan Area

October 5, 6, 7, 8, 9, 10, 11, 1955.

Top Ten Once A Week Shows		Program Average Rating October
$64,000 Question	WBNS	48.0
I Love Lucy	WBNS	41.4
Ed Sullivan	WBNS	39.9
Honeymooners	WBNS	37.4
I've Got a Secret	WBNS	32.4
George Gobel	Station B	32.2
December Bride	WBNS	31.8
G. E. Theatre	WBNS	31.0
What's My Line	WBNS	30.4
Hit Parade	Station B	30.2
Top Ten Multi-Weekly Shows		
Chef Long	WBNS	21.9
Weather, Florescope	WBNS	17.1
Western Roundup	WBNS	15.4
Little Rascals	WBNS	13.5
Big Payoff	WBNS	13.3
Art Linkletter	WBNS	13.2
Bob Crosby	WBNS	13.2
Arthur Godfrey	WBNS	12.8
Three City Final	Station B	12.4
Strike It Rich	WBNS	11.6

FEATURES Starring ROGERS/AUTRY SMASH SATURDAY DAYTIME RATING RECORDS.

Tough Network Leaders Toppled in Market after Market!

INDIANAPOLIS (Saturday, 11:30 A.M.-12:30 P.M.) 14.1

COLUMBUS (Saturday, 9:30—10:30 A.M.) 12.9

HOUSTON (Saturday, 12:00-1:00 P.M.) 14.9

56 hour-long features starring GENE AUTRY

67 hour-long features starring ROY ROGERS

TV FILMS

VARIETY City by City Spot Film Chart November 2, 1955.

Rank	Name	Station	Rate
1.	I Led Three Lives	WBNS-TV	30.9
2.	Passport to Danger	WBNS-TV	27.3
3.	City Detective	Station B	26.6
4.	Men Behind the Badge	WBNS-TV	24.8
5.	Waterfront	WBNS-TV	20.5
6.	Science Fiction Theatre	Station B	20.1
7.	Superman	WBNS-TV	19.8
8.	Annie Oakley	Station C	18.0
9.	Mr. District Attorney	Station B	16.0
10.	My Hero	WBNS-TV	15.6

TELEVISION MAGAZINE November, 1955.

KID SHOWS' TREND: Cost Per Thousand Down

Market, Station, Program & Time	Rating (Pulse, 9/55)	Homes Reached	Cost per participation	C/M Homes
Boston, WBZ-TV Carnival, 6-6:30 p.m. M-F	19.2	254,957	$300.00	$1.18
Charlotte, WBTV Cartoon Carnival, 5-5:30 p.m. M-F	26.7	138,354	150.00	1.08
Chicago, WBBQ Elmer the Elephant 5-5:35 p.m. M-F	11.6	240,437	275.00	1.11
Cleveland, WXEL Looney Tunes, 6:30-6:45 p.m.	12.7	150,724	200.00	1.33
Columbus, WBNS-TV Western Roundup, 5-6 p.m. M-F	14.5	68,257	75.00	1.10
Los Angeles, KRKT Space Funnies, 5-5:50 p.m. M. Tu. Thu. 5:15-5:50 p.m. W. F.	8.2	169,972	175.00	1.03
Minneapolis-St. Paul, WCCO-TV Axel and His Dog, 5:30-6 p.m. M-F	12.4	72,229	100.00	1.38
New York, WPIX Clubhouse Gang Comedies, 6-6:30 p.m. M-F	7.6	352,435	325.00	.92
Philadelphia, WCAU-TV John Wayne Theatre, 10:15-11:15 a.m. Sun.	9.8	174,837	210.00	1.20
San Francisco, WPIX Deputy Dave's Rangers 5-6 p.m. M-F	8.5	95,093	100.00	1.05

the COLUMBUS television audience

AN ARB METROPOLITAN AREA REPORT

OCTOBER, 1955

ARB Ten top-rated television programs in Columbus.

	Program	Station	ARB
1.	$64,000 Question	WBNS	61.8
2.	I Love Lucy	WBNS	51.4
3.	The Honeymooners	WBNS	43.3
4.	December Bride	WBNS	40.6
5.	Your Hit Parade	Station B	40.0
6.	George Gobel	Station B	39.7
7.	What's My Line?	WBNS	38.9
8.	I've Got A Secret	WBNS	38.3
9.	Studio One	WBNS	37.3
10.	Red Skelton	WBNS	35.0

Affiliated with Columbus Dispatch and WBNS-AM

CHANNEL 10 COLUMBUS, OHIO

tempted to give up and go into the "lumber" business, but like your author, fortunately I am in a very good economic position and I am far from licked and can hold out until the "right place" comes along.

The author of the article is absolutely right —the placement services and job-exchange forums are of little help to the executive. I certainly think the NARTB, RTES or some other organization should work out some executive placement service. I for one would be willing to volunteer my services when I am in a position to do so.

Thanks to B•T for running the article and bringing the problem to the attention of the industry. It is an important problem and one which should be handled.

John Hymes
San Francisco

Legal Notice

Editor:

I am writing to acknowledge the excellent article in B•T [Nov. 14] on the West Hooker case handled by Attorney General Javits. Both Mr. Javits and I read the article with great interest.

Charles A. Betts, Executive Asst. to the Attorney General
State of New York
New York, N. Y.

Campus Affiliates

EDITOR:

In further reference to campus stations carrying network programs, please be advised that WBKY, the U. of Kentucky's fm station, carried several series of Mutual's sustaining programs over a period of several years around 1946. Well?

Elmer G. Sulzer, Director
Radio & Tv Communications
Indiana U., Bloomington, Ind.

[EDITOR'S NOTE: An item in B•T Oct. 10 reported that WMMR of the U. of Minnesota claimed to be the first campus station in the country to carry any network program. WDBS, Duke U. station, promptly challenged that claim, stating it had carried the BOB HOPE SHOW for Chesterfields from NBC in 1951-52 and 1952-53.]

Who's Kidding Whom?

EDITOR:

Just whom do the network moguls think they're kidding when they speak of "radio's resurgence?" With talk of sales successes and terrific programming, they will continue to bulldoze their affiliates. But the nighttime listener can only be convinced by what he gets on the kilocycles.

Let the big shots cope with a receiver seven nights in a row, and see how they like it. Make them tune in competing networks (they'd go bats listening only to their own) and by all means, don't let them dial the indies. If they can stand the dribble, my hat is doffed.

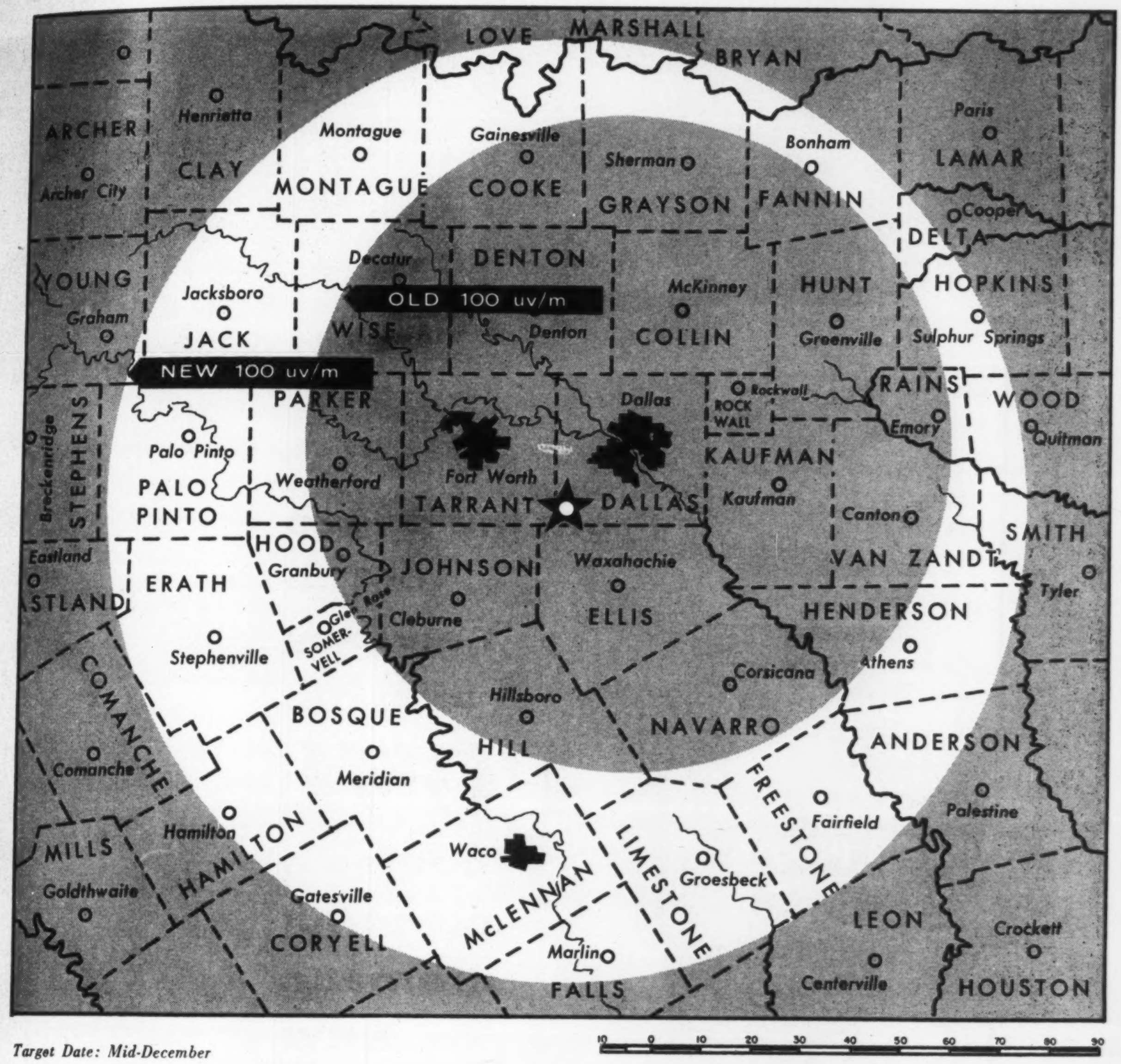
Henry Lewis
(freelance announcer)
New York

Useful Source

EDITOR:

. . . The Telecasting Yearbook-Marketbook . . . has already proven itself a useful source of information and I'm sure it will continue to serve me well.

Robert Morton
Benton & Bowles, New York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Groesbeck
McLENNAN
Gatesville
CORYELL
LEON
Crockett
Marlin
Centerville
FALLS
HOUSTON
10 0 10 20 30 40 50 60 70 80 90

Target Date: Mid-December

INCREASED COVERAGE

From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

2,272,000 Population
552,740 TV Receivers
42 Texas and Oklahoma Counties
27,000 Square Miles within 100 uv/m

CITY GRADE SERVICE IN DALLAS AND FORT WORTH

BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

From the pages of The Saturday Evening

POST

comes a powerful dramatic NEW TV Series

CRUNCH

For more than 17 years, millions of Saturday Evening Post readers have looked forward eagerly to the appearance of each new CRUNCH and DES adventure story by best-selling author Philip Wylie.

Now, millions more will await each new *television* adventure of these two favorites . . . Crunch, captain of the charter fishing boat "Poseidon," and Des, his mate. Each week a completely new story . . . new people . . . new action, romance, suspense, comedy, drama . . . all spectacularly filmed by RKO-Pathe in Bermuda.

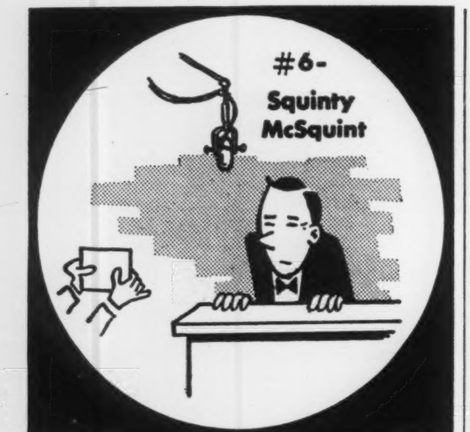
H and DES

Forrest Tucker, Hollywood star with more than 70 top pictures to his credit, stars as Crunch. *Everything* about this series of 39 exciting half-hours bears the mark of sure success ... stories, author, star, production, location, promotion. Sign up CRUNCH and DES for your markets today. Write, wire or call.

NBC FILM DIVISION

*serving **all** sponsors . . . serving **all** stations*

30 Rockefeller Plaza, New York 20, N. Y. Merchandise Mart, Chicago, Ill. Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal



Sloppy
commercials,
Don't convince . . .

"Get-by" prompting,
Makes stares and squints!

BUT - not with
TELEPROMPTER
SERVICE

That's why —
ADVERTISERS PREFER
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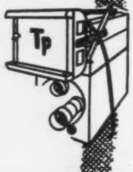

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Providence

WBRE-TV
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LOS ANGELES CHICAGO WASHINGTON TORONTO

IN REVIEW

THE MAURICE CHEVALIER SHOW

NOSTALGIA permeated the airwaves when Maurice Chevalier—his Gallic charm of yesteryear still very much intact—served as headliner on Max Liebman's NBC-TV *Sunday Spectacular* of Dec. 4.

The seemingly indestructible performer got off to a brisk start with an engaging bit of patter (in which he jokingly described his talent as being "pretty good for a man of 85") and never once slackened his pace through a series of songs and dances characterizing such diverse types as an English gentleman, a French bumpkin and even an American cowboy. His *piece de resistance* was a medley of old tunes with which he has become associated—"Louise," "Mimi," "Love Parade," and "You Brought a New Kind of Love."

It was the superb artistry of another Frenchman, however, pantomimist Marcel Marceau, that provided the show's real highlight. Monsieur Marceau, Picasso-esque in chalk white makeup and garb of the traditional mime player, offered in a matter of seconds a haunting portrayal of an ageless theme—man's maturity, old age and death. In a lighter but still wistful vein, his impressions of a novice iceskater and of a butterfly catcher also can be counted as little gems.

Jeannie Carson and Pat Carroll again proved to be personable comediennes in some rather routine song and dance numbers and in their skits with Chevalier.

Production costs: $144,000.

Sponsored by Sunbeam Corp. through Perrin-Paus Co.; Maybelline Co. through Gordon Best & Co.; Lewis Howe Co. through Dancer-Fitzgerald-Sample, and Florists' Telegraph Delivery Assoc. through Grant Adv. on NBC-TV, Sun., Dec. 4, 7:30-9 p.m. EST.

Producer-director: Max Liebman; assoc. producer-director: Bill Hobin; choreography: James Starbuck; costumes: Paul DuPont; art director: Frederick Fox; music director: Charles Sanford; choral director: Clay Warnick (with assoc. dir. Mel Pahl); instrument arrangements: Irwin Kostal; supv. for NBC: Hal Janis.

MADAME BUTTERFLY

CONSIDERING that Giacomo Puccini's "Madame Butterfly" was an original American stage play by David Belasco before assuming the Italian musical and verbal idiom in 1904, there was hardly anything unique about the NBC-TV *Opera Theatre's* anglicized and belabored version of Dec. 4.

This season's "Butterfly," for the first time telecast in its entirety, was neither pure opera nor complete drama, but left us with the feeling that here was a potpourri of solid "soap" opera, good sets and of course, Puccini. Elaine Malbin, as "Butterfly," was pretty, poised, charming and well-versed in her role. Unfortunately, Davis Cunningham as Lt. Pinkerton proved to be no match for her. The gentleman lacked a great deal of operatic stage presence.

The rest of the cast, notably Warren Galjour, sang both with compassion and competence. The old NBC Symphony, now "The Symphony of the Air," under Herbert Grossman, cooperated to round out this second NBC-TV *Opera Theatre* presentation of the season.

Production costs: Approximately $75,000.

Telecast in black-and-white, sustaining, Dec. 4, 1:15-3:30 p.m. (EST), NBC-TV.

Cast: Elaine Malbin, Davis Cunningham, Conchita Gaston, Warren Galjour, Johnny Silver, Emile Renan, Lee Cass, Dorothy Krebill and chorus.

Producer: Samuel Chotzinoff; director Kirk Browning; music and artistic director: Peter Herman Adler; assoc. producer: Charles Polacheck; English translation: Ruth and Thomas Martin; scenery: Trew Hocker; costumes: Michi; technical advisors: Kansono Fujima and Yuji Ito; asst. conductor: Felix Popper; assoc. director: Gertrude Rosenstein; makeup: Dick Smith.

THE SOUND AND THE FURY

DRAMATIZATION of a section of William Faulkner's novel *The Sound and the Fury,* which *Playwrights 56* offered Dec. 6, should go a long way toward disproving the theory that television plays must have a definite plot structure to come off as entertainmnt. Serving as the framework for memorable performances by a group of distinguished actors, this study of a Southern family in the final throes of tragic decline turned out to be engrossing tv fare.

Some of the best work of their respective careers was turned in by Franchot Tone, as the sensitive and embittered Jason Compson; Lillian Gish, as his fragile and genteel mother; Ethel Waters, as the longtime family servant; Janice Rule, as the niece longing for romance; Valerie Bettis, as the woman who left home in shame, and Steven Hill, as a carnival barker. Special mention should go to Alonzo Bozan, a youngster who managed to more than hold his own in the company of such veterans.

In addition to the acting, much of the production's success can be credited to F. W. Durkee Jr., whose adaptation established Faulkner's characters in an economy of lines and situations. Knowing direction by Vincent J. Donehue and atmospheric sets and photography added to the overall excellence.

Production costs: $43,000.

Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams on NBC-TV, 9:30-10:30 p.m. EST.

Cast: Franchot Tone as Jason Compson; Lillian Gish as Caroline Compson; Ethel Waters as Dilsey; Janice Rule as Quentin; Valerie Bettis as Candace; Steven Hill as Stabin; Cliff Hall as carnival owner; Alonzo Bozan as Job; Elia Clark as Luster; Joseph Sullivan as the man.

Producer: Fred Coe; assoc. producer: Bill Nichols; director: Vincent J. Donehue; assoc. director: Dominick Dunne; script editor: Oliver Flanders; casting director: Everett Chambers; author: William Faulkner; tv adaptation: F. W. Durkee Jr.; music: Bernardo Segal; scenery: Otis Riggs; costumes: John Boxer; production assistant: Jane Wetherell; unit manager: Claude Traverse.

MAGIC KINGDOM

WE'VE WONDERED if there were a saturation point to the amount of Walt Disney that can be crowded into the airwaves. We wonder no more. The first radio venture, *Magic Kingdom* on ABC, is just too much.

This is a Monday-Friday daytime 25 minutes (11:35-12 noon EST) which amounts to just that much commercial time for the Disneyland amusement park in Anaheim, Calif. Families are picked to be taken on a tour of the park and to ooh and aah at the wonders of same. At the end of the tour they're given a quiz on what they've seen (just like good old P.S. 93), the winner getting a Golden Key to the Kingdom entitling free admittance to the whole shebang, plus other assorted prizes.

The show itself is done pretty well, but it's hard to conceive that a listener would tune in beyond the first few installments. This is not what we expect from the name Disney.

Sustaining on ABC Radio 11:35-noon Mon.-Fri.

Producer: Les Lear.

M.c.'s: Donald Novi and comedian Wally Blag.

come on in, Diogenes....

If you're looking for a plan that will deliver maximum honest value, we're your men. Or—collectively—the 36 stations of The Quality Radio Group are your medium.

We __**believe**__ **in RADIO**—its ability to move goods and services, its tremendous power of personal persuasion, its unmatched mass coverage—*120 million* sets in the U.S. today, an anticipated *14 million* new set production for the year 1955. We *know* that RADIO, used intelligently, with resourceful imagination and boldness *is* the most effective, low-cost mass advertising medium for national advertisers.

We're equally positive we've evolved a successful formula for the profitable use of RADIO. Because we have honest faith in the medium, and the undoubted worth of our plan, we're starting a second year this month with this reaffirmation of certain basic principles—

QUALITY in stations and programs builds audiences.

EFFICIENCY in coverage—minimum duplication—means a more efficient investment of advertising funds.

ECONOMY of increased sales at lower costs is a necessity for national advertisers.

And this, briefly, is what we offer—

The facilities of 36 of the nation's great radio stations, delivering 90% of all U.S. Radio Homes.

Daytime and night-time program formats—from five-minutes to half-hours, priced for one-time or frequency use for cumulative circulation.

An economical rate—day and night—tailored to fit one-time or frequency requirements. Lowest for the circulation provided. And easy to buy: one order, one invoice.

The merchandising know-how—at the *local* level—of our member stations.

There are more details, of course. They're waiting to be revealed to smart advertisers, keen for the profits to be gained from the best use of today's greatest mass medium, RADIO. If you're the Diogenes type, look no further. PLaza 1-0116 is our number.

the Quality radio group, inc.

Ward L. Quaal, President
W. B. Ryan, Executive Vice President
21 East 52nd Street, New York, N. Y.

RCA AMPLI

RCA Ampliphase RCA

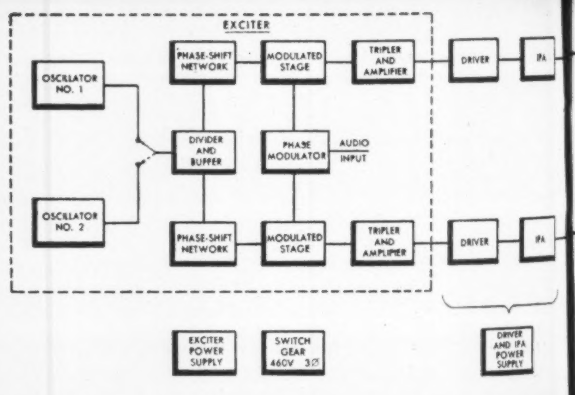
50-KW AM AIR COOLED!

New RCA 50-kilowatt AM Transmitter BTA-50G

DESIGNED WITH
AMPLIPHASE MODULATION

HOW IT WORKS!

To produce phase-to-amplitude modulation in the BTA-50G, a carrier wave is developed by a common exciter. This carrier wave is then split and fed to two separate amplifier chains through phase-shift networks that establish a carrier phase difference. These two signals are controlled so that each maintains a prescribed phase relationship with the other in accordance with the intensity of modulating signal. This controlled phase relationship enables the separate 25-kilowatt amplifiers, when feeding their outputs into a combining circuit, to produce a maximum level 50-kilowatt amplitude modulated signal.


EXCITER
OSCILLATOR NO. 1
OSCILLATOR NO. 2
PHASE-SHIFT NETWORK
MODULATED STAGE
TRIPLER AND AMPLIFIER
DIVIDER AND BUFFER
PHASE MODULATOR
AUDIO INPUT
PHASE-SHIFT NETWORK
MODULATED STAGE
TRIPLER AND AMPLIFIER
DRIVER
IPA
DRIVER
IPA
EXCITER POWER SUPPLY
SWITCH GEAR 460V 3Ø
DRIVER AND IPA POWER SUPPLY

SIMPLIFIED BLOCK DIAGRAM—BTA-50G TRANSMITTER

A new concept in AM Broadcasting!

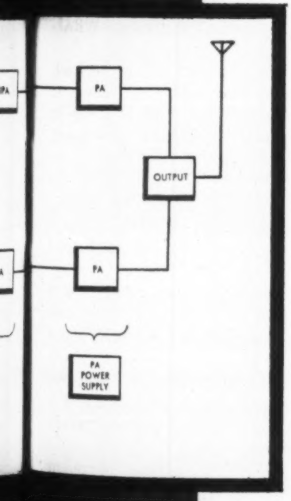
. . . introduced in RCA's revolutionary new 50-KW AM transmitter

Here is the most significant forward step in AM transmitters since RCA introduced high level modulation—an entirely new 50-KW transmitter using Ampliphase Modulation. Newest and finest in RCA's long line of distinguished AM transmitter designs, it is further proof of RCA leadership in the broadcast equipment field.

Ampliphase cuts transmitter floor space and operating costs by substantial margins. The BTA-50G is housed in four cubicles. It does away with half of present power tubes . . . along with bulky components such as modulation transformers, reactors and accessories. It requires no underfloor trenches, costly water cooling systems, external blowers. And there's no lost air-time—because the 50-KW Ampliphase is remarkably easy to install while your present transmitter is in operation. Then, in most cases, you may keep your old unit as a stand-by.

For complete technical details . . . and for information on the surprisingly low price . . . call your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

AM BROADCAST TRANSMITTER



FACTS ABOUT RCA'S NEW 50-KW AM

- **Takes less than 80 square feet of floor space. No underfloor trenches required.**
- **Lowest operating cost of any 50-KW AM transmitter.**
- **Half the tube cost of other 50-KW AM transmitters.**
- **Uses famous Long-Life RCA 5671 P.A. tubes.**
- **No Modulation transformer required.**
- **Completely air-cooled with internal blowers — no air intake ducts necessary.**
- **Low distortion, excellent frequency response.**
- **Splatter-free modulation provided by new Ampliphase design.**
- **Designed to permit remote-control operation.**
- **New simplified circuitry. Extremely stable operation.**

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT **CAMDEN, N. J.**

MARCHIN' thru GEORGIA
ME TOO!
WMAZ-TV 13
WMAZ-RADIO 940
13

This is our Uncle Ned, and he's a mighty important person here in Middle Georgia . . . mighty important to some 110,860 television set owners who watch Channel 13.

Our Uncle Ned, just in case you got in late, is the leader of the Hayloft Jamboree Gang who have been on WMAZ-TV ever since we went on the air more than two years ago. And right now, Ned also heads up our new daytime hour and a half production called "Teavie's Town and Country."

"UNCLE NED"

The show's going great now, with Uncle Ned and the Hayloft fellows and gal; with the Sego Brothers' gospel songs; Jo Ann Smith's pop tunes, and Ernie Daulton at the organ. They're all great entertainers, but the main thing about Uncle Ned is that he's a great salesman too!

Uncle Ned can and will sell most any product on "Teavie's Town and Country". He'll sell yours! Get all the details from Avery-Knodel, and SELL here in Middle Georgia.

Cobb

SOUTHEASTERN BROADCASTING COMPANY
MACON, GA.

our respects

to HAROLD PHILLIP SEE

IF any one word were all-encompassing enough to describe Harold See's quarter-century in radio-tv management and engineering, it might well be "mobile."

A rich vein of experience runs through a career launched in the newspaper field and crystallized in his present post as general manager of KRON-TV San Francisco. Mr. See also is president of Bakersfield Broadcasting Co., owner and operator of KBAK-TV Bakersfield, Calif.

Right now, aside from the management of two tv outlets, he is occupied with the almost thankless chore of trying to bring unity and stability out of the chaos in the tv film industry on contracts and clearances. Mr. See recently was reappointed chairman of NARTB's tv film committee.

What Mr. See is trying to bring about, specifically, is the organization of separate committees of film distributors and producers to meet with NARTB's group on standard contracts, such as those evolved by the American Assn. of Advertising Agencies. Admitting it's a long exhausting task, he says:

"I feel strongly that film producers should immediately, as an organized group, announce publicly their sincere desire to subscribe to the principles of the NARTB television code." Particularly he means objectionable programming, though he acknowledges "final authority lies with the station licensee."

Mr. See's avid interest in his project is a far cry from his early ambitions to combine a flair for "composition," as he puts it, with his youthful activities as an amateur radio operator (he was licensed in 1914). A native of Brooklyn (Sept. 3, 1907), Harold Phillip See was educated in the New York City public school system, and attended Jamaica High School.

At the age of 19, he worked for the *Long Island Daily Press* and also the Harry Gelwick's Newspaper Agency representing Manhattan papers. His assignments proved exciting. Young See was the first reporter on the scene of the famous Ruth Snyder murder case. He also managed, in addition to his night assignments, to compose advertising copy for the Gelwick Agency ("we worked both sides of the street") and serve as a publicist for George U. Harvey, borough president of Queens County, during a 1928 political campaign.

At this juncture Mr. See says he "wanted to go to sea and get radio experience." He rode oil tankers of the Merchant Marine through South and Central America from 1928 to 1930.

Mr. See joined the engineering department of NBC in May 1930 and later was assigned as a field engineer for broadcast originations in airplanes, submarines and other remote points. During this era of a good many NBC "firsts," Mr. See had his quota of experiences. (Typical example: The air crash of Amy Mollison and her husband, a four-man-crew invasion of a hospital and a bedside description by announcer George Hicks.)

In September 1935, Mr. See was assigned as a radio broadcast engineer for test flights on the China Clipper, Pan American's first trans-Pacific passenger seaplane preceding regular service in 1937. On a West Coast-to-Manila trip, Mr. See assisted in more than 30 in-flight broadcasts for NBC News and Special Events under William (Skeets) Burke Miller (now NBC night executive officer).

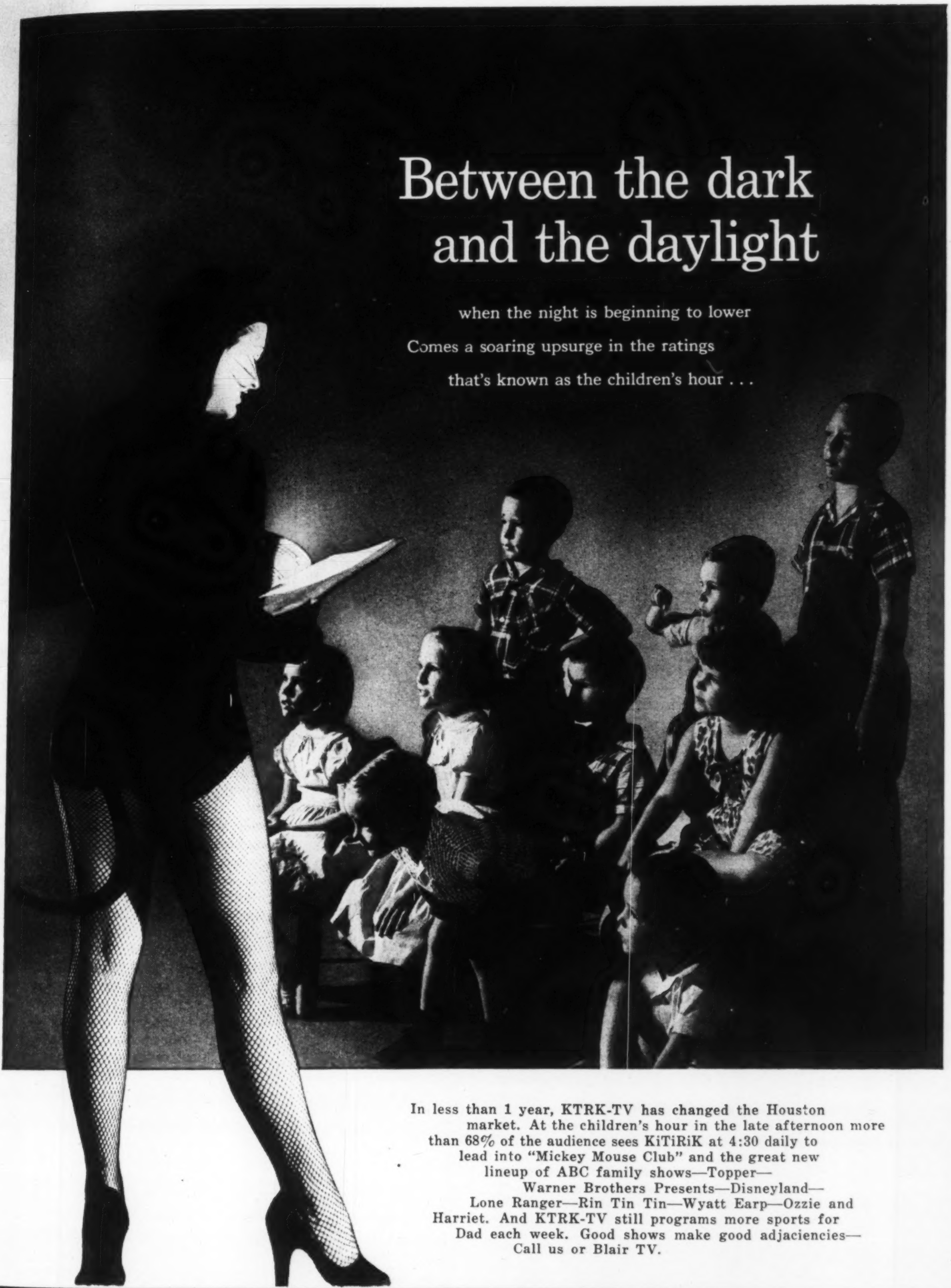
Mr. See was transferred to NBC's television development group in 1937 and designed operational features of the first tv mobile units in the nation. He later supervised the construction and operation of these units. In mid-1942 Mr. See was one of a crew of eight civilians from NBC selected to work with the Office of Scientific Research & Development on construction and field-testing (emphasizing television) of airborne guided missiles.

At the end of World War II he returned to NBC television development, working on improvement of mobile units and operating techniques. He was transferred to Washington, D. C., late in 1946 and helped build WNBW (TV), now WRC-TV, as operation supervisor. He left in September 1947 to become director of tv for Hearst Radio in Baltimore, this time devoting his efforts to construction of WBAL-TV there.

On March 23, 1949, he abandoned engineering for management pursuits and came to KRON-TV, first as director of tv. Later he became station director and, finally, last month, general manager, broadening his area of responsibility. KRON-TV and KBAK-TV are owned by the Chronicle Publishing Co. (KBAK Radio was sold recently). KRON-TV claims to be the first West Coast station to install local color.

One of the biggest problems facing the tv industry, Mr. See believes, is that of rising costs, caused largely by talent and technician union demands. He feels the only salvation lies in automation. He also observes: "It gives you some pause as to the continued ability of a station to originate live programs economically for local advertisers."

Mr. See was one of the charter organizers of the Television Bureau of Advertising. He is a member of the San Francisco Advertising Club and the Commonwealth Club. He married the former Evelyn Whitermor in 1930 and they have two daughters—Evelyn, who is married, and Audrey, age 20. Mr. See's hobbies are woodworking and cabinet-making.



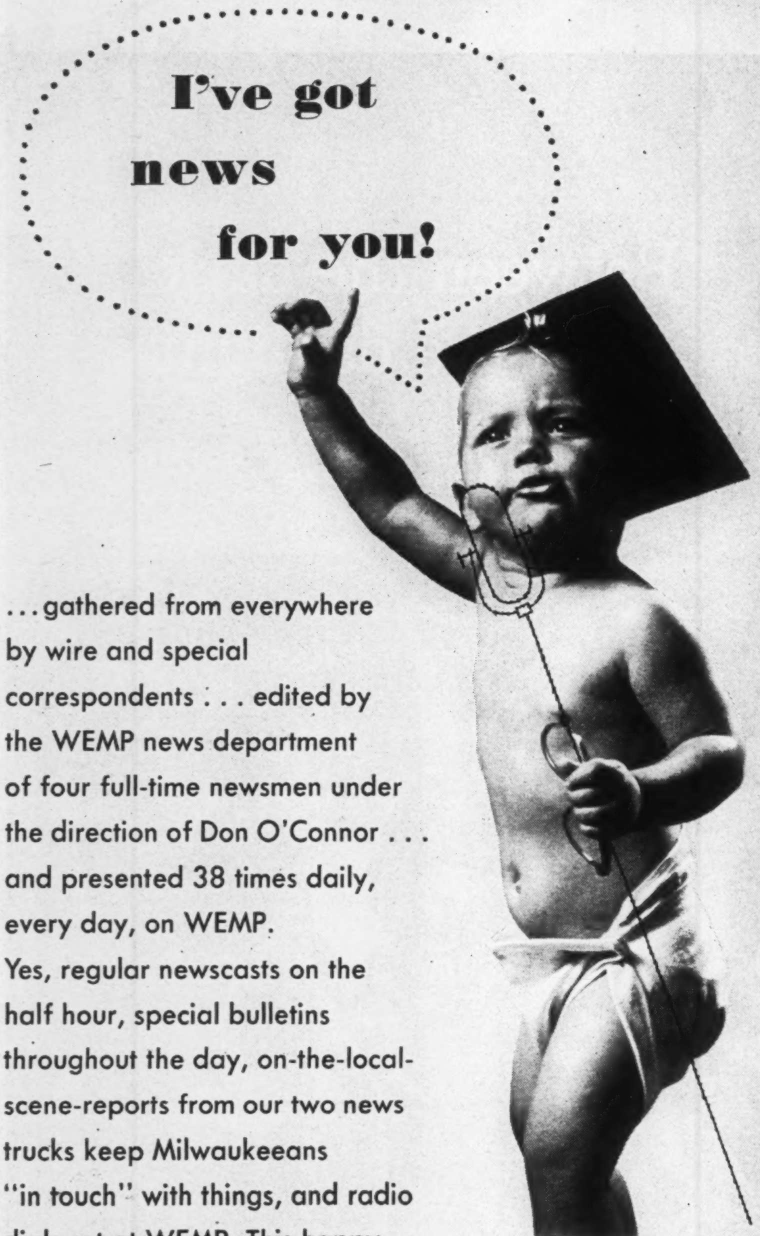
Between the dark and the daylight

when the night is beginning to lower
Comes a soaring upsurge in the ratings
that's known as the children's hour . . .

In less than 1 year, KTRK-TV has changed the Houston market. At the children's hour in the late afternoon more than 68% of the audience sees KiTiRiK at 4:30 daily to lead into "Mickey Mouse Club" and the great new lineup of ABC family shows—Topper—Warner Brothers Presents—Disneyland—Lone Ranger—Rin Tin Tin—Wyatt Earp—Ozzie and Harriet. And KTRK-TV still programs more sports for Dad each week. Good shows make good adjaciencies—Call us or Blair TV.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.



...gathered from everywhere by wire and special correspondents . . . edited by the WEMP news department of four full-time newsmen under the direction of Don O'Connor . . . and presented 38 times daily, every day, on WEMP.

Yes, regular newscasts on the half hour, special bulletins throughout the day, on-the-local-scene-reports from our two news trucks keep Milwaukeeans "in touch" with things, and radio dials set at WEMP. This happy habit adds up to the fact that your clients can more effectively get "in touch" with Milwaukee through WEMP. Get the story from our reps.

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee · *Represented nationally by Headley-Reed*

HOWARD FLYNN

on all accounts

ALTHOUGH program ratings are important to consider when buying radio and television time, research into audience composition and motivation is becoming more important to many agency executives.

At least it's gaining prominence with Howard Flynn, radio-tv director for Walter McCreery Inc., Beverly Hills. "I want to know which program 'sells' the best," he says, "not just which has the highest rating. More listeners mean nothing if they are not sold."

"To illustrate, Station A may have the highest rating for a given hour, but Station B may have a disc jockey who 'sells' the best," Mr. Flynn explains.

Among the McCreery accounts for which Mr. Flynn handles radio-tv buying are Shipstead & Johnson's Ice Follies' premiere each year in Los Angeles and certain other markets nationally; Harris & Frank, Southern California men's clothing chain; Southern California Muffler Co., Los Angeles, which sponsors locally the four-hour Indianapolis auto race each year, and Murphy Oldsmobile Co., local dealer, now planning a new campaign on both radio and tv. Murphy last year found highly successful its local sponsorship of Canadian professional football on NBC's KRCA (TV) Los Angeles, Mr. Flynn recalls.

Born Sept. 9, 1915, in San Francisco, Mr. Flynn found himself in Los Angeles before he was a year old. He attended Hollywood High School and took a business course at Woodbury College, Los Angeles. He was an actor on local radio stations until 1939. That year he went to New York to see if the grass was greener. He became a television guide for NBC and took the network's two-year training course in sales, production, announcing, artists service and public relations. In late 1941 he became announcer for WJLS Beckley, W. Va., then KLO Ogden, Utah, and KSL Salt Lake City, finally taking a position at KFI Los Angeles. The war interrupted and he spent three years in the Air Force. In 1946 he joined the announcing staff at KMPC Hollywood, where he became chief announcer in 1950. He left KMPC the next year to accept his present job with McCreery.

Mr. Flynn married Margaret Hodge of Los Angeles in 1950. They have their own home in North Hollywood. No swimming pool. "We thought about a pool a lot," Mr. Flynn says, "but Peggy and I and the two boys, Jay and Kelly, prefer to vacation on the beach at Balboa." No joiner, Mr. Flynn spends a free hour now and then at his only hobby, golf.

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Yelling and screaming . . .

. . . they've sent for tear gas."

Case History No. 15

The routine rasp of the police dispatcher's voice suddenly became staccato.

"Cars 1, 3, 5, 7, Go to the county jail."

Bill Lee, news director at KTSA, San Antonio, Texas, wheeled toward the police speaker. Trouble at the prison? He grabbed the telephone and called the county jail.

"You got a riot up there?"

"Yes sir," the jailer said. "All of 'em yelling and screaming."

Lee phoned The Associated Press in Dallas. After a quick run-down on what was going on, he went back to the story.

As he did, first word on the San Antonio prison riot sped over AP wires.

Another telephone at KTSA rang. Bill Miles and Elliot Kleeman, of the KTSA staff, got inside the jail. They shouted their eye-witness stories over the background bedlam:

Prisoners were rioting—216 of them. On the fourth and fifth floors. Firemen stringing in hose to try to drown out the fight in them.

Lee phoned The AP with the information.

Miles called again. "They've sent for tear gas."

More eye-witness detail from Kleeman: damage to the jail, action of officers, description of rioting prisoners.

Two hours later the prisoners began simmering down after a thorough soaking. Still the two stayed with it, pouring in the description. Lee relayed it to KTSA listeners and The AP.

Lee's alertness, and the assistance of Miles and Kleeman, provided AP members everywhere with the story more than one hour before any other news agency had it.

Bill Lee KTSA
San Antonio, Texas

Bill Lee, Bill Miles and Elliot Kleeman are among the thousands who make The AP better . . . . and better known.

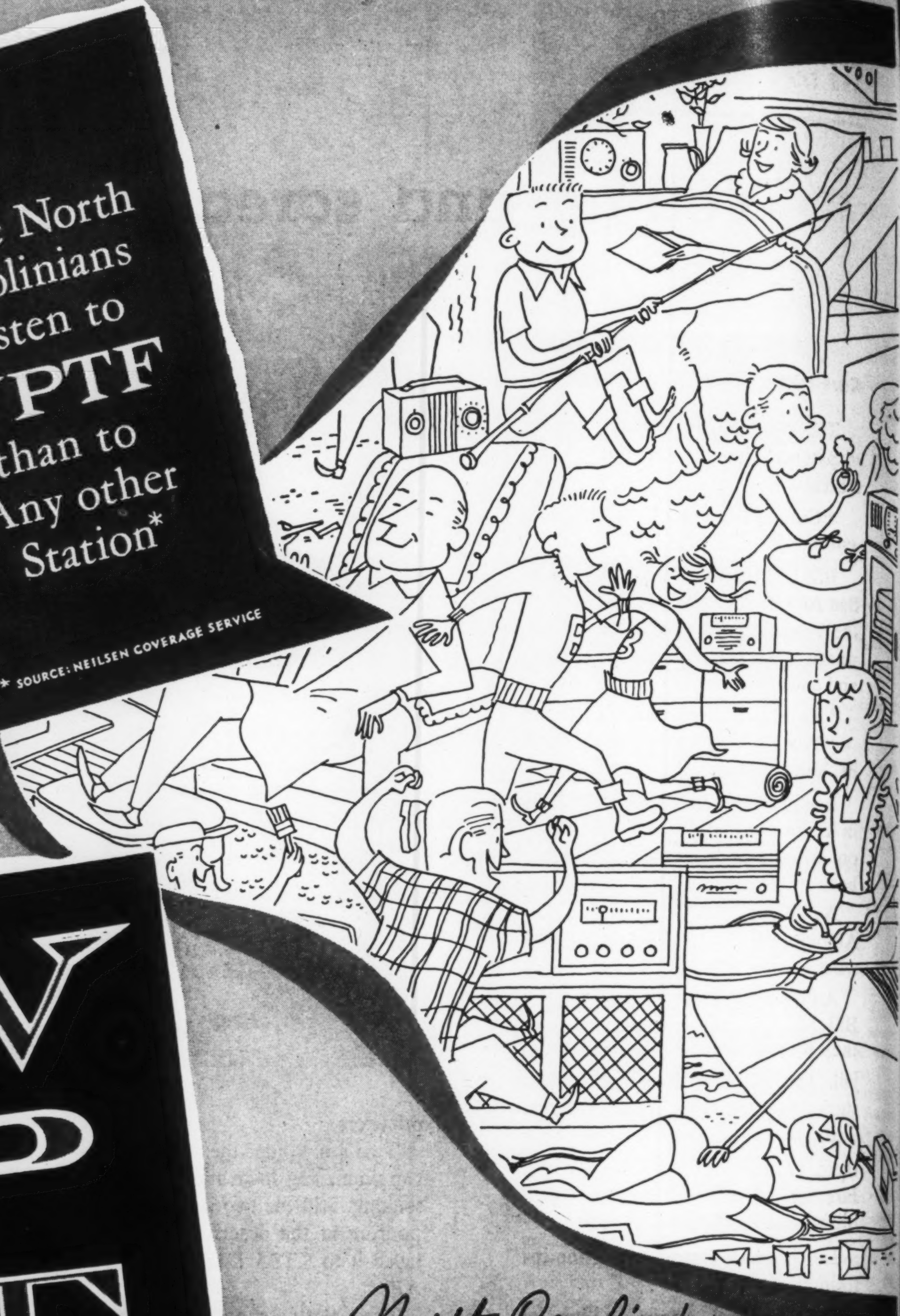
If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.
AP

More North Carolinians Listen to **WPTF** than to Any other Station*

* SOURCE: NEILSEN COVERAGE SERVICE



WPTF

680 KC
50,000 watts

NBC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON
General Manager

GUS YOUNGSTEADT
Sales Manager

National Representative **FREE & PETERS**

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BROADCASTING TELECASTING

December 12, 1955

Vol. 49, No. 24

36 TOP RADIO-TV AGENCIES BILLED $812.5 MILLION IN '55

- **Of total, $658.2 million went to tv, $154.3 million to radio**
- **In year of big switches, major accounts made sudden moves**
- **Y&R, BBDO, McCann-Erickson are year's broadcast leaders**

FOR the past four years, Florence Small, B•T agency editor, has conducted annual surveys of agency leadership in broadcast billings. This is the 1955 report.

THE 36 leading agencies in radio and television spent an estimated $812.5 million in the two media in 1955, with Young & Rubicam pacing the field for the second straight year with an expenditure of $72 million.

Continuing the impressive advance which saw it increase its broadcast billings from $25.5 million in 1953 to $46 million in 1954, McCann-Erickson this year came up from its fourth rating in 1954 to a tie with BBDO for second place in 1955. The agencies each billed $60 million.

J. Walter Thompson, registering a strong $8 million increase over its own 1954 figures, placed fourth in the standings with billings of $58 million. Last year the agency rated third in the comparative listing.

The remainder of the Big Ten included Leo Burnett, $42.1 million; Benton & Bowles, $39 million; William Esty, $39 million; Ted Bates, $37 million; Kenyon & Eckhardt, $34.5 million, and Biow-Beirn-Toigo, $30 million.

Young & Rubicam, with a healthy increase of $15 million in television billings, brought its tv total to $60 million this year and earned top ranking in that medium. No. 2 in tv billings was J. Walter Thompson Co. with $53 million. Last year's television leader, BBDO, increased its tv to $49.5 million, but could earn only a third-place tie with McCann-Erickson.

Dancer-Fitzgerald-Sample held on to its lead in radio by a margin of $1 million over Young & Rubicam. D-F-S spent $13 million in the am medium in 1955.

The total billings for this year's 36 top agencies exceeded the 36 leaders of 1954 by an estimated $113.3 million.

Television increased its dominance as an advertising force in 1955, accounting for billings totalling $658.2 million. This represented a $140.2 million rise over last year's $518 million.

Radio billings dipped an estimated $26.9 million. Billings this year ran $154.3 million whereas last year's outlay was $181.2 million.

As in previous years, the computations in this survey represent outlays for time and talent in both network and spot. The estimate in each case is based on information received directly from responsible officials in each agency.

In its final accounting, 1955 will go down as the year of the Big Switch, in which traditional advertisers essayed changes that surprised the industry and accounted importantly for the shuffle in status among the agencies.

Coca-Cola, represented for 49 years by the D'Arcy Co., shifted its entire budget to McCann-Erickson late in the year, with the effect of the change due to figure substantially in next year's billing race.

Frigidaire, a comparative fixture at Foote, Cone & Belding, transferred its business in 1955 to the Kudner Agency. Avco left BBDO to split its billing between Compton and Earle Ludgin Inc. Westinghouse (consumer products) moved from Fuller & Smith & Ross to McCann-Erickson. Sylvania went from Kenyon & Eckhardt to J. Walter Thompson; Maytag from William Esty to Leo Burnett. Among the beers, Ballantine switched from J. Walter Thompson to William Esty, and Pabst from Warwick & Legler to Leo Burnett.

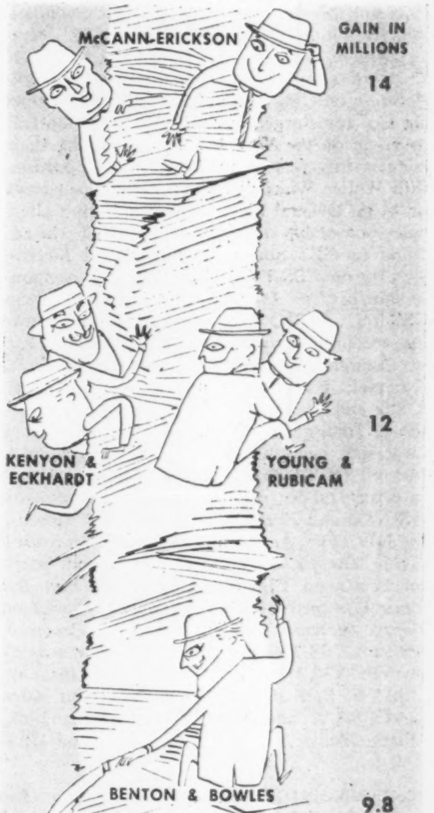
These include by no means the full roster of significant changes but demonstrate representatively the weight of the shifts in 1955.

Two newcomers joined the list of leading am-tv agencies this year: Norman, Craig & Kummel and Earle Ludgin, the former being a successor to the William Weintraub agency. Another new firm, the North Agency, broke away from Weiss & Geller, Chicago, and took over the heavy-budget Toni account. However, the transaction occurred late in the year and its effect will not register until 1956.

A detailed summary of the 1955 activity in each of the 36 leading agencies follows:

YOUNG & RUBICAM: Radio-tv billing: $72 million; $60 million in television, $12 million in radio. Radio-tv share of overall billing, 40%.

With one of the greatest jumps in radio-tv billing of any agency, Y&R retained its No. 1 spot of 1954 with a gain of $12 million. The agency currently has 16 network shows on tv, accounting for six full hours a week. The increased billing was caused as much by accelerated activity on behalf of its regular client roster as by the capture of new business. Heightened action by the regulars included the following: General Electric began alternate sponsorship of *The 20th Century-Fox Hour* on CBS-TV; Remington-Rand's electric shaver division bought a portion of *Caesar's Hour* on NBC-TV; Elgin Watch picked up alternate sponsorship of Edward R. Murrow's *Person-to-Person* on CBS-TV; Johnson & Johnson's account, strengthened by the switch of its Personal Products Div. from BBDO, went into alternate sponsorship of *The Adventures of Robin Hood* on CBS-TV, and General Foods increased its budget by spon-



FIVE FASTEST CLIMBERS

These agencies led all the rest in size of increases in combined radio-tv billings during 1955.

Heavy line at bottom of chart indicates 1954 billings level, starting point of 1955 gains for each agency.

soring *The Johnny Carson Show* on CBS-TV. The new accounts are: Ford's Lincoln & Continental Div. (*The Ed Sullivan Show* on CBS-TV), and General Cigar's White Owls (participating sponsorship of NBC-TV's NCAA football coverage).

BATTEN, BARTON, DURSTINE & OSBORN: Radio-tv billing: $60 million; $49.5 million in television, $10.5 million in radio. Radio-tv share of overall billing, 40%.

Retaining second place for the second year, though sharing the distinction with McCann-Erickson this year, BBDO raised its combined radio-tv billing by $1 million over 1954. New acquisitions this year were Revlon's Satin Set on a once-a-month participation in *$64,000 Question* on CBS-TV, and San Francisco Brewing Co. for Burgermeister beer's spot football coverage on the West Coast. Increasing their budgets this year were Trans World Airlines with Walter Winchell's Sunday night newscasts on MBS; General Electric lamp division's alternate sponsorship of *Medic* on NBC-TV (in addition to GE's Sunday night *General Electric Theatre* on CBS-TV), and Wildroot's co-sponsorship of *The Adventures of Robin Hood* on CBS-TV. BBDO lost or resigned the following accounts: Crosley Div. of Avco Mfg. Co. to Compton; Bon-Ami to Norman, Craig & Kummel; Hamilton Watch to N. W. Ayer & Son and the Personal Products Div. of Johnson & Johnson to Young & Rubicam. On a local spot basis, BBDO also lists Burnham & Morrell (B&M Beans). The agency continues to place DuPont on *Cavalcade of America* on ABC-TV and *Frank Leahy's Football Forecast* on NBC-TV; Armstrong Cork on *Armstrong Circle Theatre* on NBC-TV; Campbell Soups on *Lassie* on CBS-TV; DeSoto on *You Bet Your Life* on NBC-TV; American Tobacco on *Private Secretary* and *The Jack Benny Program,* both on CBS-TV; *Your Hit Parade* (alternate) on NBC-TV; U. S. Steel on *The Steel Hour* on CBS-TV; B. F. Goodrich on *Burns and Allen* on CBS-TV, and Lever Bros. on Art Linkletter's *House Party* on CBS Radio and CBS-TV.

McCANN-ERICKSON: Radio-tv billing: $60 million; $49.5 million in television, $10.5 million in radio. Radio-tv share of overall billing, 30%.

Tying for second place with BBDO this year, McCann-Erickson jumped out of fourth place with an enviable gain of $14 million radio-tv billing, surpassing Y&R's $12 million increase. The biggest news was made when Coca-Cola shifted from D'Arcy to McCann-Erickson, effective March 31, 1956 (billings will not be accountable until next year). Among other McCann-Erickson gains in 1955: Bulova, Westinghouse consumer products, Lehn & Fink, and Mennen. With the agency's acquisition of Marschalk & Pratt, McCann-Erickson gained the heavy radio-tv budget of Esso Standard Oil Co. and the Standard Oil Co. (N. J.). With Chrysler Co. launching its second year of intensive radio-tv promotion for the Forward Look, M-E ventured into the color spectacular field, while continuing to place *It's a Great Life* and *Climax!* on CBS-TV. The agency also gained parts of the Nestle Co., Swift, and International Harvester, and continued to service such regular clients as Columbia Records, Derby Foods, Nabisco and others with both participations and tv spot campaigns. Among the accounts lost: Junket Brand foods to SSC&B and American Gas Assn. to Lennen & Newell.

J. WALTER THOMPSON CO.: Radio-tv billing: $58 million; $53 million in television, $5 million in radio. Radio-tv share of overall billing, 33⅓%.

HOW THEY RANK IN 1955

[*All dollar figures in millions*]

Rank	Agency	Combined Radio-Tv Billings	Radio Only	Tv Only	Am-Tv Share of Overall Billing	Comparison With 1954 Radio-Tv Billing
1.	Young & Rubicam	$72	$12	$60	40%	$12 +
2.	BBDO	60	10.5	49.5	40%	1 +
	McCann-Erickson	60	10.5	49.5	30%	14 +
4.	J. Walter Thompson	58	5	53	33⅓%	8 +
5.	Leo Burnett	42.1	5.8	36.3	62%	8.8+
6.	Benton & Bowles	39	4	35	58%	9.8+
	William Esty	39	4	35	50%	8 +
8.	Ted Bates	37	7	30	70%	9.5+
9.	Kenyon & Eckhardt	34.5	4.5	30	55%	12 +
10.	Biow-Beirn-Toigo	30	5	25	68%	3.4–
	Dancer-Fitzgerald-Sample	30	13	17	52%	1.5+
12.	Compton Adv.	25.5	4.5	21	50%	3.2+
13.	N. W. Ayer & Son	21	10	11	20%	3 +
14.	Foote, Cone & Belding	20.5	3.5	17	30%	1.5–
15.	Lennen & Newell	20	4	16	50%	same
16.	Sullivan, Stauffer, Colwell & Bayles	17.8	3.3	14.5	58%	4 +
17.	Cunningham & Walsh	17	3.5	13.5	33%	1 +
18.	Ruthrauff & Ryan	15.5	4	11.5	25%	2.5+
19.	Campbell-Ewald	14	3	11	25%	4 +
	Kudner Agency	14	2.5	11.5	35%	same
	Maxon Inc.	14	3	11	40%	same
22.	Tatham-Laird	12.2	.9	11.3	60%	2.7+
23.	Needham, Louis & Brorby	12	3	9	40%	.1+
24.	Grant Adv.	11.1	2.6	8.5	20%	5.6+
25.	Geoffrey Wade Adv.	11	4	7	85%	same
26.	D'Arcy Adv.	10	3.5	6.5	22%	2 +
	Weiss & Geller	10	2	8	60%	same
28.	Bryan Houston	9.8	2.8	7	50%	1.7–
29.	MacManus, John & Adams	8.5	.7	7.8	25%	1.5+
30.	Erwin, Wasey & Co.	8	3	5	25%	same
	Grey Adv.	8	1.7	6.3	30%	2.9+
32.	Geyer Inc.	7	2	5	30%	1 +
33.	Earle Ludgin & Co.	6.3	.3	6	60%	*
34.	Norman, Craig & Kummel	6	2	4	30%	*
	Doherty, Clifford, Steers & Shenfield	6	2	4	50%	same
36.	Warwick & Legler	5.7	1.2	4.5	38%	.2+
	TOTAL	$812.5	$154.3	$658.2		

* Unlisted in 1954.

In fourth place this year, JWT increased its radio-tv billing by $8 million. The agency added Sylvania from Kenyon & Eckhardt, and lost Ballantine beer to William Esty & Co. during 1955. JWT currently has 4½ hours weekly on tv with 11 programs. Approximately $4 million in tv billing alone was added this year by Ford Dealers' buy of *Ford Star Jubilee* spectaculars on CBS-TV. Other added purchases by regular clients included: Ponds' *Ponds Theatre* on ABC-TV and Eastman-Kodak's *Screen Directors Playhouse* on NBC-TV. JWT continued to service the tv sponsorships of Kraft's *Kraft Theatre*, Ford's *Ford Theatre*, and Lever Bros.' *Lux Theatre*, all on NBC-TV.

LEO BURNETT CO.: Radio-tv billing: $42.1 million; $36.3 million in television, $5.8 million in radio. Radio-tv share of overall billing, 62%.

Burnett's $8.8 million increase in radio-tv billing can be attributed to the following new business: Maytag from William Esty Co., sponsoring *Navy Log* on CBS-TV; Pabst Blue Ribbon beer from Warwick & Legler and its *Wednesday Night Fights* on ABC-TV; and Marlboro from Biow-Beirn-Toigo, last-named advertiser a heavy user of tv spots. Burnett resigned International Harvester (refrigerator and industrial divisions) to Aubrey, Finlay, Marley & Hodgson and lost Toni Co. to Tatham-Laird and the newly organized North Agency, both in Chicago. Agency also placed Motorola on *Matinee* on NBC-TV, Pillsbury on the Godfrey shows, and Kellogg and Converted Rice on the *Garry Moore Show,* Kellogg co-sponsorships of the *Lassie* show, all on

HOW MUCH 1955'S LEADERS BILLED IN PREVIOUS YEARS

Rank in 1955	Agency	Combined Am-Tv Billing (In Millions)			Radio Only (In Millions)			Tv Only (In Millions)			Am-Tv Share of Overall Billings		
		1954	1953	1952	1954	1953	1952	1954	1953	1952	1954	1953	1952
1.	Young & Rubicam	$60	$49	$36	$15	$15	$12	$45	$34	$24	40%	35%	35%
2.	BBDO	59	49.5	40	13	14.5	13.5	46	35	26.5	35%	40%	40%
	McCann-Erickson	46	25.5	25	9	8	8.7	37	17.5	16.3	40%	40%	40%
4.	J. W. Thompson Co.	50	35	27	12	13.5	13.5	38	21.5	13.5	33⅓%	24%	24%
5.	Leo Burnett Co.	33.3	24	18	6	7.2	9	27.3	16.8	9	63%	50%	50%
6.	Benton & Bowles	29.2	32	30	8.4	11.8	10.5	20.8	20.2	19.5	57%	60%	60%
	William Esty & Co.	31	29	28	5	8	10	26	21	18	50%	50%	50%
8.	Ted Bates & Co.	27.5	24	15	7	6	6	20.5	18	9	40%	60%	50%
9.	Kenyon & Eckhardt	22.5	15.2	14.5	7.5	5.6	5.5	15	9.6	9	40%	28%	27%
10.	Biow-Beirn-Toigo (formerly Biow & Co.)	33.4	32	30	5.6	8	10.5	27.8	24	19.5	72%	60%	50%
	Dancer-Fitzgerald-Sample	28.5	27	26	14.5	18	17.5	13	9	8.5	55%	55%	55%
12.	Compton Adv.	22.3	12.5	8	5.5	5	4.5	16.8	7.5	3.5	53%	30%	26%
13.	N. W. Ayer & Son	18	13.4	12	7.5	6.5	6	10.5	6.9	6	15%	14%	14%
14.	Foote, Cone & Belding	22	18	20	5.5	8	10	16.5	10	10	30%	30%	30%
15.	Lennen & Newell	20	18	15	4	4	3	16	14	12	50%	55%	50%
16.	Sullivan, Stauffer, Colwell & Bayles	13.8	13	10	3.8	3	4	10	10	6	58%	50%	50%
17.	Cunningham & Walsh	16	14	10	3.5	4	4	12.5	10	6	30%	33%	33%
18.	Ruthrauff & Ryan	13	10	7.5	4	5	3.2	9	5	4.3	25%	23%	25%
19.	Campbell-Ewald	10	8.5	7	2.2	1.8	1.8	7.8	6.7	5.2	25%	25%	25%
	Kudner Agency	14	15	15	2.6	4.8	4.8	11.4	10.2	10.2	35%	35%	35%
	Maxon Inc.	14	14	11	3	4.2	4.4	11	9.8	6.6	40%	40%	40%
22.	Tatham-Laird*	9.5			1			8.5			68%		
23.	Needham, Louis & Brorby	11.9	11	8	3.6	4.5	3	8.3	6.5	5	41%	45%	40%
24.	Grant Adv.*	5.5			1.5			4			10%		
25.	Geoffrey Wade Adv.***	11	10		7	6.5		4	3.5		88%	90%	
26.	D'Arcy Adv.	8	6.5	7	3.5	2.5	3.5	4.5	4	3.5	20%	25%	25%
	Weiss & Geller***	10	6		2	2		8	4		60%	50%	
28.	Bryan Houston*	11.5			4			7.5			52%		
29.	MacManus, John & Adams***	7	6		.5	2		6.5	4		20%	33%	
30.	Erwin, Wasey & Co.*	8			3			5			22%		
	Grey Adv.*	5.1			1.5			3.6			25%		
32.	Geyer Inc.*	6			2			4			30%		
33.	Earle Ludgin & Co.**												
34.	Norman, Craig & Kummel** (formerly William Weintraub Agency)												
	Doherty, Clifford, Steers & Shenfield***	6	6		2.2	1.5		3.8	4.5		52%	55%	
36.	Warwick & Legler	5.5	7	7	1.3	1.5	3	4.2	5.5	4	44%	50%	50%

*Not listed in 1952-53. ** Not listed in 1952-53-54. 1952 and 1953 listings included top 32 agencies only

*** Not listed in 1952.

CBS-TV, and the Tea Council in tv spot campaigns.

BENTON & BOWLES: Radio-tv billing: $39 million; $35 million in television; $4 million in radio. Radio-tv share of overall billing, 58%.

Up $9.8 million from 1954's radio-tv billings, B&B had a red-letter year with the acquisition of Studebaker from Roche, Williams & Cleary, Grove Labs' Bromo Quinine from Gardner Adv. Co., the hotly-contested-for Florida Citrus Commission from J. Walter Thompson Co., Western Union from Albert Frank-Guenther Law, and part of the Johnson's Wax account (four products) from Needham, Louis & Brorby. Studebaker was placed as co-sponsor of *Tv Readers' Digest* on ABC-TV, Western Union on *Monitor* (NBC Radio), and Johnson's Wax as alternate sponsor of *Robert Montgomery Presents* on NBC-TV. Florida Citrus Commission has bought radio-tv spots. Agency also handled new buys for its regular client roster as follows: Gaines Dog Food on *Our Miss Brooks* (CBS-TV); Norwich Pharmacal Co. on *Ozzie & Harriet* (ABC-TV); Post Cereals on *Fury*, daytime serial on NBC-TV; Instant Maxwell House as co-sponsor of *MGM Parade* on ABC-TV, plus several network radio packages; Procter & Gamble co-sponsorship of *This Is Your Life* on NBC-TV, and *It's Always Jan* on CBS-TV; and General Foods on two NBC-TV circus and one rodeo spectacular. Agency also bought *Concerning Miss Marlowe* on NBC-TV for P&G earlier this year, dropped it to buy into the network's *Tennessee Ernie Show* and *Matinee*.

WILLIAM ESTY CO.: Radio-tv billing: $39 million; $35 million in television, $4 million in radio. Radio-tv share of overall billing, 50%.

In 1955, William Esty increased its radio-tv billing by $8 million. In April, the agency acquired Ballantine beer and ale from J. Walter Thompson Co., two months later received control of Colgate-Palmolive's *Comedy Hour* on NBC-TV from Ted Bates. Its heavy tv user continues to be the R. J. Reynolds Tobacco Co. (Camels) with *News Caravan* on NBC-TV, *The Crusader*, *The Phil Silvers Show*, *I've Got a Secret*, and Saturday afternoon intercollegiate football games, all on CBS-TV.

TED BATES: Radio-tv billing: $37 million; $30 million in television, $7 million in radio. Radio-tv share of overall billing, 70%.

Ted Bates advanced its billing $9.5 million over the 1954 figures for tv and radio. It gained M&M Candies and Duff Baking Mix in 1955 and placed American Sugar for the first time in tv spots. Until June 1, Bates handled the *Colgate Comedy Hour* on NBC-TV for Colgate-Palmolive, relinquishing production control to William Esty at that time. The agency also was active in tv spots for CBS-Columbia, Brown & Williamson, American Chicle, Dromedary and Anahist.

KENYON & ECKHARDT: Radio-tv billing: $34.5 million; $30 million in television, $4.5 million in radio. Radio-tv share of overall billing, 55%.

Kenyon & Eckhardt raised its combined radio-tv billing by $12 million during the past year. The agency acquired Whirlpool Corp. from Beaumont & Hohman and placed the account on the *Berle-Raye Show* on NBC-TV. Both RCA Victor (acquired last year) and Richard Hudnut bought into *Caesar's Hour* on NBC-TV, Hudnut continuing alternate sponsorship of *Your Hit Parade* on NBC-TV. The new Glass Container Mfg. Institute was placed in spot campaigns throughout the country, while both RCA and Ford continued sponsorship of NBC-TV's monthly *Producers' Showcase*. Nabisco continued *The Adventures of Rin-Tin-Tin* on ABC-TV, Ford on *The Ed Sullivan Show* on CBS-TV, and Mennen bought into co-sponsorship of *Wednesday Night Fights* on ABC-TV. The agency lost Schick Electric Razor to Warwick & Legler.

BIOW-BEIRN-TOIGO: Radio-tv billing: $30 million; $25 million in television, $5 million in radio. Radio-tv share of overall billing, 68%.

The across-the-board drop in B-B-T's billings for 1955 can be ascribed to the reorganization of the old Biow Co. and the loss of Bulova to McCann-Erickson and the Marlboro segment of Philip Morris to Leo Burnett. But with radio-tv billings down $3.4 million (tv dropping $2.8 million, radio $600,000), the agency gained Benrus Watch from the defunct Cecil & Presbrey agency and Seeman Bros. (White Rose Tea) from Ogilvy, Benson & Mather. B-B-T's big tv spender for 1955 seemed to be American Home Products with *Love of Life, Secret Storm, Douglas Edwards With the News* and *Wanted* on CBS-TV; *Down You Go* on ABC-TV, and *Midwestern Hayride* on NBC-TV.

DANCER-FITZGERALD-SAMPLE: Radio-tv billing: $30 million; $17 million in television, $13 million in radio. Radio-tv share of overall billing, 52%.

Despite a loss of $1.5 million in radio billing due to a cut-back in spot, D-F-S retains the highest radio billing of any agency. Offsetting this loss was a gain of $4 million in tv billing, largely due to a heavy increase in tv buying of its regular client roster. General Mills, still active in spot radio, bought participating sponsorship of ABC-TV's *Mickey Mouse Club*, CBS-TV's *Barker Bill's Cartoon Show, The Bob Crosby Show* and *The Garry Moore Show* and alternate sponsorship of ABC-TV's *Wyatt Earp*. Falstaff Brewing Co. sponsored *Baseball Game of the Week With Dizzy Dean* on CBS-TV and professional football on Sundays on an ABC-TV regional network. Other participations on behalf of clients included: Tums, NBC-TV's monthy *Color Spread*; Procter & Gamble, *It's Always Jan* on CBS-TV and *Tennessee Ernie* on NBC-TV; American Chicle, NBC-TV's *Caesar's Hour*, and Bab-O, NBC-TV's *Matinee Theatre*.

COMPTON ADV.: Radio-tv billing: $25.5 million; $21 million in television, $4.5 million in radio. Radio-tv share of overall billing, 50%.

Compton increased its overall radio-tv billing by $3.2 million over 1954. The agency in 1955 added several accounts, outstanding being the electronics division of Avco Mfg. Co., whose billings, however, will not show up until 1956 when the firm is scheduled to sponsor one third of the Sunday *Comedy Hour* on NBC-TV. Other additions this year were Cascade (soap for automatic washers), Big Top peanut butter, American Mutual Insurance Co., and the remainder of American Can. Compton placed Remington-Rand (typewriters) as a co-sponsor of *What's My Line?* on CBS-TV and Nehi Corp. (Royal Crown Cola) on a regional basis with the *Ames Brothers Show* during the year.

N. W. AYER & SON: Radio-tv billing: $21 million; $11 million in television, $10 million in radio. Radio-tv share of overall billing, 20%.

N. W. Ayer's billing was up $3 million over last year with the agency gaining Hamilton Watch from BBDO and a portion of Armour (Dash Dog Food) from J. Walter Thompson. Armour was placed as a participating sponsor on *Mickey Mouse Club* on ABC-TV. Ayer increased Plymouth tv spots on a co-op basis as well as alternating sponsorship of *News Caravan* on NBC-TV, weekdays; and tv spots for Taystee Bread, Ohio Oil, Yardley toiletries, and Hill Bros. (coffee). Ayer also placed Dole Pineapple on the Art Linkletter show on CBS-TV.

FOOTE, CONE & BELDING: Radio-tv billing: $20.5 million; $17 million in television, $3.5 million in radio. Radio-tv share of overall billing, 30%.

FC&B lost $1.5 million in radio-tv billing in 1955. The agency gained the following new business: Magnavox from Maxon, Lever Bros' Pepsodent from McCann-Erickson, and Clairol (hair treatment) from Robert W. Orr & Assoc., as well as a part of S. C. Johnson's wax from Needham, Louis & Brorby. The agency lost Frigidaire to Kudner (and its CBS-TV *Arthur Godfrey* shows). The three new accounts all bought tv spots. Johnson's Wax gave FC&B part of *Robert Montgomery Presents* on NBC-TV, and Hallmark cards increased its budget by sponsoring the monthly Maurice Evans color spectaculars on NBC-TV. The agency continued to service old clients such as Armour (*The George Gobel Show* on NBC-TV).

LENNEN & NEWELL: Radio-tv billing: $20 million; $16 million in television, $4 million in radio. Radio-tv share of overall billing, 50%.

Lennen & Newell's billings remained the same as those for 1954, although the agency lost Lehn & Fink (Dorothy Gray) to McCann-Erickson. The loss was made up by addition of American Airlines from Ruthrauff & Ryan and more activity by both Colgate-Palmolive and Bromo-Seltzer. (Latter sponsored *Dennis James* and Ziv's *Science Fiction Theatre* on a regional basis.) L&N also gained two accounts, American Gas Assn. and the American Meat Institute.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Radio-tv billing: $17.8 million: $14.5 million in television, $3.3 million in radio. Radio-tv share of overall billing, 58%.

Up $4 million in radio-tv billings from last year, SSC&B in 1955 took over the La Rosa macaroni products from the defunct Kiesewetter, Baker, Hagedorn & Smith agency and Junket Brand food from McCann-Erickson. Agency also increased tv billings when Pall Mall bought into *M-G-M Parade* on ABC-TV and expanded its spot campaign; Noxzema purchased segments of *Perry Como Show* on NBC-TV, and Lifebuoy was added to the Lever Bros. roster backing *Big Town* on NBC-TV. Speidel Watch Bands, which moves to Norman, Craig & Kummel next year, purchased NBC-TV's *Big Surprise* quiz show and Carter Products added spot campaigns to its sponsorship of *Meet Millie* on CBS-TV. Aside from Speidel, SSC&B also lost its small part of Revlon Products to the Emil Mogul Co.

CUNNINGHAM & WALSH: Radio-tv billings, $17 million; $13.5 million in television, $3.5 million in radio. Radio-tv share of overall billings, 33%.

Up $1 million from last year's radio-tv billings, Cunningham & Walsh this year added Gordon Baking Co. (Silvercup bread) from D'Arcy Adv., and the Brooklyn Union Gas Co. from N. W. Ayer. Since Gordon moves over at the end of the year, its billings will not show up until 1956. C&W continued to service Liggett & Myers, its largest account, with a heavy tv spot schedule for L&M cigarettes, sponsorship of *Gunsmoke* on CBS Radio and CBS-TV; *Dragnet* on NBC Radio and NBC-TV; NBC-TV's *Matinee Theatre* (segments), and *Warner Brothers Presents* on ABC-TV. Earlier in 1955 L&M cigarettes sponsored a 13-week cycle of *Mr. Citizen* on ABC-TV.

RUTHRAUFF & RYAN: Radio-tv billing: $15.5 million; $11.5 million in television, $4 million in radio. Radio-tv share of agency's overall billing, 25%.

Radio-tv billing at R&R was $2.5 million more than in 1954. Although the agency picked up Studebaker-Packard last year, its billings on *Tv Readers' Digest* on ABC-TV did not show up until 1955. Packard also sponsored several short-term network radio package shows during the past year. The agency placed A. E. Staley Mfg. Co. (Sta-Flo starch) on the *Garry Moore Show* on CBS-TV; Tv-Time Popcorn on *Mickey Mouse Club* on ABC-TV, and Tums on the *Arthur Godfrey* show on CBS Radio. The last-named represented an increase of time purchases on behalf of Tums. R&R lost the American Airlines account to Lennen & Newell.

CAMPBELL-EWALD CO.: Radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing, 25%.

C-E boosted its radio-tv billing some $4 million above 1954. The agency increased its General Motors Corp. purchases this year with the participating sponsorship of Delco Products and United Motors Service Div. of GM in *Wide, Wide World* on NBC-TV; the full Chevrolet sponsorship of *Crossroads* on ABC-TV, and *The Bob Hope Show* on NBC-TV; and for Chevrolet Dealers participating sponsorship of *The Garry Moore Show* on CBS-TV. C-E also continued to place *The Dinah Shore Show* on NBC-TV. The agency also was among the few to increase radio business in 1953 (by $800,000).

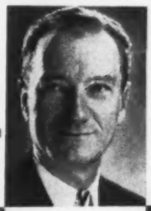
KUDNER AGENCY: Radio-tv billing: $14 million; $11.5 million in television, $2.5 million in radio. Radio-tv share of overall billing, 35%.

Kudner in 1955 had a radio-tv combined billing identical with last year. While losing Schick to K&E at the beginning of the year, it gained the Frigidaire division of General Motors Corp. from Foote, Cone & Belding, placing the latter on *My Favorite Husband* on CBS-TV (to be replaced by Edgar Bergen's *Do You Trust Your Wife?* quiz next month). For Buick, the agency

THE $30 MILLION CLUB

These are 11 executive heads of agencies billing $30 million or more in 1955 in radio-television

1
Sigurd Larmon
Young & Rubicam
$72 million



2
Ben Duffy
BBDO
$60 million

3
Marion Harper Jr.
McCann-Erickson
$60 million

4
Norman Strouse
J. Walter Thompson
$58 million

5
Leo Burnett
Leo Burnett Co.
$42.1 million

6
Robert Lusk
Benton & Bowles
$39 million

7
James Houlahan
William Esty
$39 million

8
William Kearns
Ted Bates
$37 million

9
William Lewis
Kenyon & Eckhardt
$34.5 million

10
Milton Biow
Biow-Beirn-Toigo
$30 million

11
Clifford Fitzgerald
Dancer-Fitzgerald-Sample
$30 million

placed Jackie Gleason's *Honeymooners* on CBS-TV, pro football on NBC-TV, a bowl football game on CBS-TV, and tv spots. Texaco continued sponsorship of *Star Theatre* on NBC-TV, Tommy Harmon's West Coast show on CBS-TV regional network, and ABC Radio's Metropolitan Opera broadcasts. U. S. Tobacco Co. increased its regional tv spot campaigns

MAXON INC.: Radio-tv billing: $14 million; $11 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

Maxon's billing for 1955 remains the same for the third straight year, with new business coming from the H. J. Heinz Co.'s sponsorship of *Captain Gallant* on NBC-TV, *Studio 57* on 30-52 markets on a regional basis, and a spot campaign. Another new buy was General Electric's *Warner Bros. Presents* alternate weeks on ABC-TV and alternate-week sponsorship of the *20th Century-Fox Hour* on CBS-TV. Agency continued to service Hotpoint with *Ozzie & Harriet* on ABC-TV and the various Gillette Safety Razor sponsorships of radio and tv sports events. The agency lost Packard to Ruthrauff & Ryan during the early part of 1955.

TATHAM-LAIRD INC.: Radio-tv billing: $12.2 million; $11.3 million in television, $900,000 in radio. Radio-tv share of overall billing, 60%.

For the second year, Tatham-Laird has increased its combined billing largely on the strength of its television activities. Its gain is $2.7 million over 1954. This year, the agency gained Armour from Henri Hurst, Parker Pen from J. Walter Thompson and a portion of Toni (Viv lipstick) from Leo Burnett, while continuing to place Toni on Arthur Godfrey's CBS-TV shows. It placed General Mills on *Tales of the Texas Rangers* on CBS-TV, and *Mickey Mouse Club* on ABC-TV; Armour also on *Mickey Mouse Club*, and the *Perry Como Show* on CBS-TV; Ovaltine on *Captain Midnight* on CBS-TV; C. A. Swanson on the Garry Moore and Robert Q. Lewis shows, both CBS-TV; as well as Simoniz on *Garry Moore* (CBS-TV). It lost the Norge account to the Grossman Co.

NEEDHAM, LOUIS & BRORBY INC.: Radio-tv billing: $12 million; $9 million in television, $3 million in radio. Radio-tv share of overall billing, 40%.

The agency continued to increase its radio-tv billing, showing a boost of $100,000 over 1954. Radio's fall-off of $600,000 was more than compensated by a $700,000 jump in tv billing. NL&B increased tv activity of Monsanto Chemical Co., which bought a third of *Warner Bros. Presents* on ABC-TV; S. C. Johnson's Wax added alternate sponsorship of *The Red Skelton Show* on CBS-TV, participating sponsorship of *Mickey Mouse Club* on ABC-TV, and renewed alternate sponsorship of *Robert Montgomery Presents* on NBC-TV. During this year, the agency lost a portion of Johnson's Wax to FC&B and B&B.

GRANT ADV.: Radio-tv billing: $11.1 million; $8.5 million in television, $2.6 million in radio. Radio-tv share of overall billing, 20%.

Grant nearly doubled its 1954 combined radio-tv billing (it gained $5.6 million) as a result of increased tv buys and tv spot campaigns. For Dodge, it continued to place *Make Room for Daddy*, and *Break the Bank*, while adding *The Lawrence Welk Show*, all on ABC-TV. For the Florist Telegraph Assn. It bought participations in Sunday spectaculars on NBC-TV and sponsored the one-time NBC-TV coverage of the National Open Golf Tournament for Dodge. Grant also gained Dr. Pepper (beverages) from Ruthrauff & Ryan during 1955, and effective Jan. 1, 1956, will gain Lentheric products from Cunningham & Walsh.

GEOFFREY WADE ADV.: Radio-tv billing: $11 million; $7 million in television, $4 million in radio. Radio-tv share of overall billing, 85%.

Although Geoffrey Wade did not register a change in combined billings for 1955, the agency shifted the bulk of its Miles Lab radio expenditures into tv. Wade placed Miles on participating sponsorship of the *Garry Moore Show* and *Robert Q. Lewis Show* on CBS-TV, while continuing to service the account with NBC-TV daytime serials.

D'ARCY ADV.: Radio-tv billing: $10 million; $6.5 million in television, $3.5 million in radio. Radio-tv share of overall billing, 22%.

Despite the loss of two major accounts (Coca-Cola to McCann-Erickson and Gordon Baking Co. to Cunningham & Walsh), D'Arcy's radio-tv billings were up $2 million from 1954. The Coca-Cola move becomes effective the end of this year and thus will not show up as a loss for 1955. The increase in billings was due principally to purchases of Gordon's Silvercup Bread on *Kukla, Fran & Ollie* and *Mickey Mouse Club*, both on ABC-TV, Bayuk Cigar on Walter Winchell's newscasts on MBS and spots for Standard Oil of Indiana, Gerber's baby foods, as well as Coca-Cola's expanded television activity.

WEISS & GELLER: Radio-tv billing: $10 million; $8 million in television, $2 million in radio. Radio-tv share of overall billing, 60%.

The radio-tv billing remained the same as last year. Weiss & Geller gained Helene Curtis' Lanolin Cream shampoo from Earle Ludgin, Old Dutch Cleanser from Grant. It placed tv spots for Hollingshead floorshine, Corina cigars and Red Cross macaroni, but lost the Toni account on Dec. 1 to Don Paul Nathenson's new North Adv. Co.

BRYAN HOUSTON INC.: Radio-tv billing: $9.8 million; $7 million in television, $2.8 million in radio. Radio-tv share of overall billing, 50%.

Bryan Houston was down $1.7 million in radio-tv billing from 1954's report. The agency lost Colgate-Palmolive Halo shampoo to the Carl Brown agency. Colgate, however, continues to be a heavy radio-tv spender with Bryan Houston; it has sponsorship in *Modern Romances* and *Howdy Doody*, both on NBC-TV; *The Big Pay-Off* on CBS-TV; *Strike It Rich* on NBC Radio; *The Phrase That Pays* on NBC-TV. Colgate also sponsored *The Variety Hour* on NBC-TV (company drops the program this month). Bryan Houston, meanwhile, put its 1954 acquisitions on tv, with Gunther Brewing Co. sponsoring *Waterfront* and *The World's Greatest Fights* on a syndicated basis; Heublein's Food Div. on *Premium Playhouse* and *Badge 714*, also in spots. J. P. Stevens Co. (fabric manufacturer), which moved to Houston from Kelly Nason last year, will sponsor the third segment of *Omnibus* on CBS-TV.

MACMANUS, JOHN & ADAMS: Radio-tv billing: $8.5 million; $7.8 million in television, $700,000 in radio. Radio-tv share of overall billing, 25%.

The agency's billing was $1.5 million over 1954. Dow Chemical Co. began the year with full sponsorship of *Medic* on NBC-TV, later shared it with General Electric and also bought into both radio and tv segments of the Arthur Godfrey shows on CBS; Pontiac dropped out of the 30-minute show bracket and into *Wide Wide World* and *Playwrights '56,* both on NBC-TV. The agency also picked up Drew margarine as a new account, buying radio-tv spots.

ERWIN, WASEY & CO.: Radio-tv billing: $8 million; $5 million in television, $3 million in radio. Radio-tv share of overall billing, 25%.

Erwin, Wasey retained its 1954 radio-tv billing. Although it lost Admiral Corp. to Russel M. Seeds, it gained Zotox Pharmacal with a tv spot campaign and Campana (balm), which it placed on Arthur Godfrey's CBS Radio program. Increasing Carnation's business by placing *Annie Oakley* in 100 tv spot markets and *Whispering Streets* on ABC Radio, Erwin, Wasey continued Carnation's alternate sponsorship of the *Burns & Allen Show* on CBS-TV, and placed Barbasol and Dulaney Foods in tv spots.

GREY ADV.: Radio-tv billing: $8 million; $6.3 million in television, $1.7 million in radio. Radio-tv share of overall billing, 30%.

Grey's radio-tv billings this year were increased by $2.9 million, doubling tv billings alone. New business included: Lionel trains, Schwayder Bros. luggage, Ideal toys, Firestone products and Doeskin tissues. Billings also were augmented for Chock Full O'Nuts coffee and Mennen men's toiletries. For Lionel and Ideal toys, as well as Schwayder, Grey placed mostly spot tv.

GEYER INC.: Radio-tv billing: $7 million; $5 million in television, $2 million in radio. Radio-tv share of overall billing, 30%.

Television accounted for the $1 million increase in Geyer's 1955 billing. The big spender continued to be American Motors for *Disneyland* on ABC-TV. Geyer also gained Marlin blades and firearms from Scheideler, Beck & Werner, and increased the radio-tv spot buys of Kiwi shoe polish and Tetley Tea.

EARLE LUDGIN INC.: Radio-tv billing: $6.3 million; $6 million in television, $300,000 in radio. Radio-tv share of overall billing, 60%.

Ludgin, unlisted among the top radio-tv agencies for 1954, became a member of the group this year by virtue of a $6.3 combined billing. The agency gained Avco's Crosley Home Appliances account from BBDO and increased the tv activity of its regular clients. It placed Helene Curtis on *Caesar's Hour* on NBC-TV; regional tv spots for McLaughlin's Manor House coffee, the Rath Packing Co. (meats) and Chuckles Candies It continued to service Jules Montenier's alternate sponsorship of *What's My Line?* on CBS-TV. The agency lost Helene Curtis' Lanolin Creme Shampoo to Weiss & Geller during the latter part of 1955.

NORMAN, CRAIG & KUMMEL: Radio-tv billing: $6 million; $4 million in television, $2 million in radio. Radio-tv share of overall billing, 30%.

The past year saw NC&K, successor to William Weintraub, spring immediately to a place in radio and television's top corps of agencies. This is the organization which brought in tv's most spectacular program of the year, Revlon's *The $64,000 Question* on CBS-TV. New business for the agency included Chanel No. 5 perfumes from Foote, Cone & Belding; Bon-Ami from BBDO, using radio spot; Selchow & Richter games (Scrabble) from Platt, Zachary & Sutton, tv spots; and from SSC&B Speidel Watch Bands, acquired only last month, and not registering significantly in the billing until '56.

DOHERTY, CLIFFORD, STEERS & SHENFIELD: Radio-tv billing: $6 million; $4 million in television, $2 million in radio. Radio-tv share of overall billing, 50%.

The agency's combined radio-tv billing remained the same as in 1954, but the emphasis shifted to an increase in television. DCS&S bought for Bristol-Myers: *Alfred Hitchcock Presents* and portions of *The Garry Moore Show,* both on CBS-TV; *Arthur Godfrey Show* and *Nora Drake,* both on CBS Radio; *Four Star Playhouse* on NBC-TV and *Monitor* on NBC Radio; *Mickey Mouse Club* on ABC-TV and into ABC Radio's *New Sounds for You.* Bristol-Myers also added regional spot campaigns. The agency lost Duff Baking Mix to Ted Bates.

WARWICK & LEGLER: Radio-tv billing: $5.7 million; $4.5 million in television, $1.2 million in radio. Radio-tv share of overall billing, 38%.

Warwick & Legler in 1955 increased its radio-tv billing by $200,000. It gained two accounts, Harger-Haldeman, a West Coast Plymouth distributor, for a tv spot campaign, and Schick Inc., from Kenyon & Eckhardt. Schick, which sponsors *Robert Montgomery Presents* on alternate weeks on NBC-TV, came in during the latter part of the year. Williams Baking Co. increased its radio spot campaign in the East during the year. W&L lost Pabst Blue Ribbon (and with it, *The Wednesday Night Fights* on ABC-TV) to Leo Burnett, retaining the Hoffman beverage and East Side beer portions of Pabst.

BIOW-BEIRN-TOIGO LOSES PEPSI-COLA

Soft drink firm cites campaign similarities with other account in agency shop. Toigo statement repudiated by Biow who cites agency's successful history with Pepsi-Cola.

PEPSI-COLA Co. (including the bottlers), which has an advertising budget of $10.5 millions, notified its advertising agency, Biow-Beirn-Toigo, early last week that it was terminating its contract.

Last Thursday the Pepsi Cola Bottlers Assn., meeting in Chicago, backed the action of the parent company, saying the "parent company is fully justified in the action . . . taken."

One of the reasons the contract, that dates back to 1948, was broken, it was understood, was that Alfred Steele, president of Pepsi-Cola, objected to alleged similarity in art work and copy theme between the campaigns of Pepsi-Cola and Philip Morris, another client handled by Biow-Beirn-Toigo. Pepsi-Cola officials reportedly felt that they had built the copy-art team at the agency and that they had the right to exclusivity.

Pepsi-Cola, meanwhile, has asked nearly a half dozen advertising agencies to make presentations for the account.

Although the existing contract between the agency and the advertiser still has two years to run, it will be terminated within the next four months, a spokesman indicated.

A series of public statements during the week revealed some interesting facts:

- It started on Monday of last week when John Toigo, executive vice president of Biow-Beirn-Toigo, said a notice of termination had been served by Pepsi-Cola to the agency and although the 1948 contract had a four-month cancellation clause, a 1952 contract with Mr. Toigo personally called for a two-year notice "so long as you are with the company."
- The statement was repudiated later in the day by Milton H. Biow, chairman of the agency, who reportedly told Pepsi-Cola officials that it had been issued without his knowledge. Mr. Biow had just returned from a vacation in the West Indies.

Mr. Biow then released another statement to his staff which follows:

"We can all be proud of the magnificent job this office did on Pepsi-Cola under the direction of John Toigo.

"If there ever was an example of advertising performing the gigantic task of turning a business around, this advertising program did it.

"The job done by Mr. Toigo on Pepsi-Cola goes much deeper than all of us as an organization have had the opportunity to see and study. Philosophies that run the Pepsi-Cola Company, the foundation on which the present operation is built, all spring from the original presentation made by Mr. Toigo under the brilliant title of 'Escape From Poverty'.

"Let's look at some of the facts. Pepsi-Cola volume increased from 1951 when Mr. Toigo came on the account to the end of 1955 by 86%. Pepsi-Cola earnings from 1951 to the end of 1954 increased by 136%. In July 1951, Pepsi-Cola stock sold on the market from a low of 8⅝ to a high of 10⅛. Today, the stock range is from 22½ to 22¾. All this may not have been entirely due to the advertising, but no one will question it has been a major contributing factor.

"Pepsi-Cola has already seen and okayed a complete campaign for 1956. Not only did the company see it and okay it, but brilliant bouquets were sent to me by the president in his appreciation of the campaign.

"Further, the 1956 advertising was presented to Pepsi-Cola bottlers at the Miami convention on Nov. 11. Mr. Toigo was presented as an able and cooperative individual and the statement was made that cooperation between us and the client was so full that it was hard to tell where our organization began and theirs left off. The advertising was presented as being better than ever and was acclaimed by all concerned. Finally, members of our organization were introduced so that field cooperation with them might be made easier in the future. All this can be verified in the speeches made by Mr. Toigo and Mr. Charles Derrick, Pepsi-Cola advertising manager, at the convention. These are available for anyone who wants to read them.

"If we are severing relationships with Pepsi-Cola, it is not due to the job we have done. We need have no regrets. We have only a real feeling of achievement, the glow that comes from a job well done, and extend to Mr. Toigo a bouquet."

The series of events at Biow-Beirn-Toigo followed last week's announcement of the resignation of Ken Beirn, president of the agency, and the announcement that Mr. Biow would resume activity at the agency [B•T, Dec. 5].

Whether or not Mr. Toigo will remain with agency is undecided, a spokesman indicated.

You can reach

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TV families in the rich market of

RICHMOND

Petersburg and Central Virginia on the

BASIC NBC-TV

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Ask your Forjoe man for full details!

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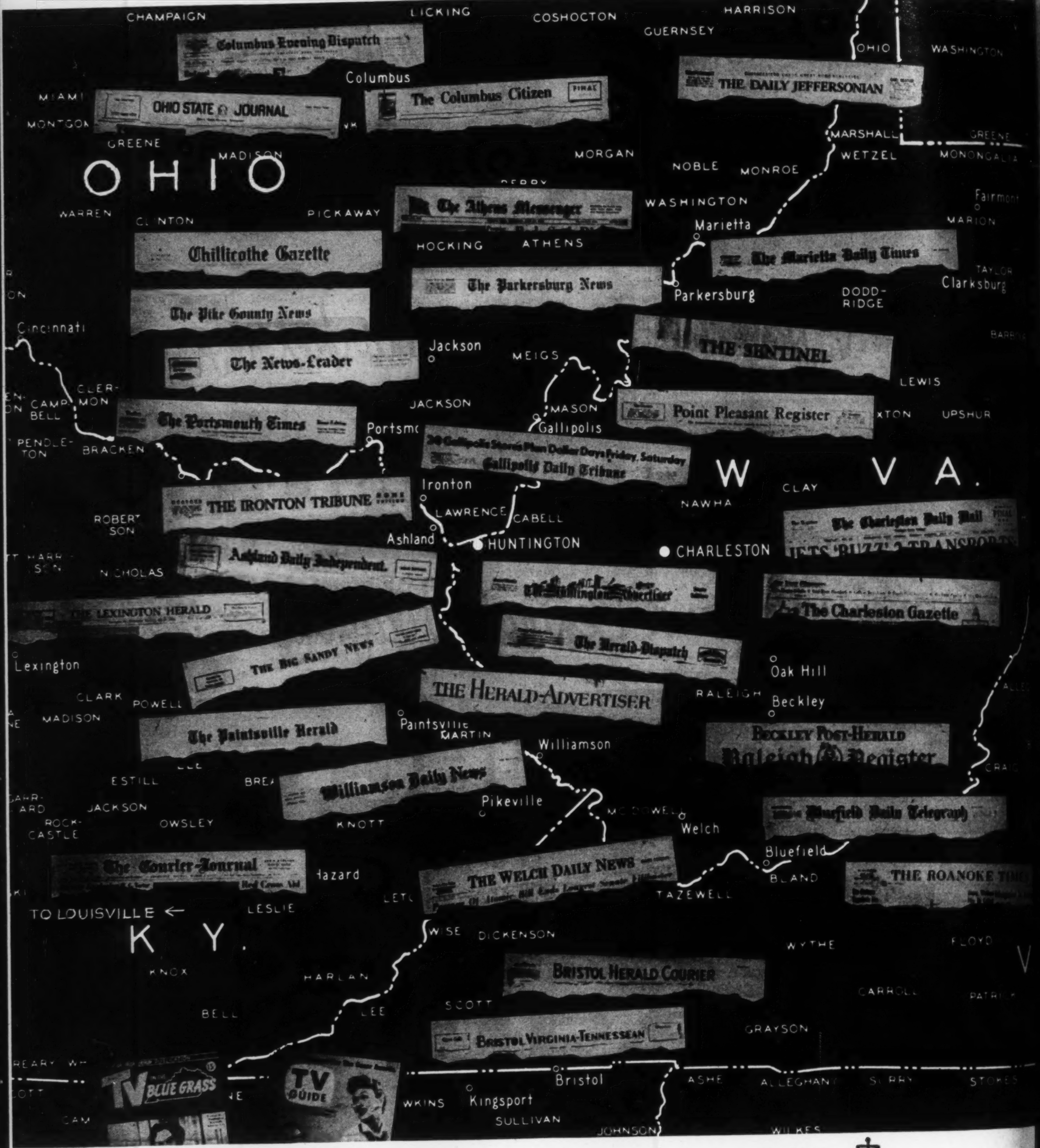
CHAMPAIGN
LICKING
COSHOCTON
HARRISON
GUERNSEY
Columbus Evening Dispatch
OHIO
WASHINGTON
Columbus
THE DAILY JEFFERSONIAN
MIAMI
OHIO STATE JOURNAL
The Columbus Citizen
MONTGOM
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GREENE
MADISON
MORGAN
NOBLE
MONROE
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MONONGALIA
OHIO
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ATHENS
The Marietta Daily Times
TAYLOR
The Parkersburg News
Parkersburg
DODD-RIDGE
Clarksburg
The Pike County News
Cincinnati
Jackson
MEIGS
THE SENTINEL
The News-Leader
LEWIS
CLER-MONT
CAMPBELL
JACKSON
MASON
Point Pleasant Register
UPSHUR
The Portsmouth Times
Gallipolis
PENDLETON
BRACKEN
Gallipolis Daily Tribune
W. VA.
Ironton
CLAY
THE IRONTON TRIBUNE
LAWRENCE
CABELL
ROBERTSON
Ashland
HUNTINGTON
CHARLESTON
The Charleston Daily Mail
Ashland Daily Independent
NICHOLAS
The Huntington Advertiser
The Charleston Gazette
THE LEXINGTON HERALD
THE BIG SANDY NEWS
The Herald-Dispatch
Lexington
Oak Hill
THE HERALD-ADVERTISER
CLARK
POWELL
RALEIGH
Beckley
MADISON
Paintsville
MARTIN
The Paintsville Herald
Williamson
BECKLEY POST-HERALD
Raleigh Register
ESTILL
Williamson Daily News
JACKSON
Pikeville
McDOWELL
Welch
Bluefield Daily Telegraph
ROCKCASTLE
OWSLEY
KNOTT
Bluefield
The Courier-Journal
Hazard
THE WELCH DAILY NEWS
BLAND
THE ROANOKE TIMES
TO LOUISVILLE ←
LESLIE
TAZEWELL
KY.
WISE
DICKENSON
WYTHE
FLOYD
KNOX
HARLAN
BRISTOL HERALD COURIER
CARROLL
BELL
LEE
SCOTT
GRAYSON
BRISTOL VIRGINIA-TENNESSEAN
TV BLUE GRASS
TV GUIDE
Bristol
ASHE
ALLEGHANY
SURRY
STOKES
Kingsport
SULLIVAN
JOHNSON
WILKES

Here is a conclusive combination of two significant things: (1) a map showing our important and prosperous Industrial Heart of America — five states with a built-in buying power that totals close to four billion dollars — and (2) the mastheads of over 30 *daily* newspapers which always carry WSAZ-TV's program logs. They do this because their readers *want* to know what WSAZ-TV is bringing them every day throughout this whole 125-mile sweep. You can't beat the barometer of public demand!

Nor can you beat the selling influence of WSAZ-TV in about half a million TV homes. Words are fine — but solid proof is better. The nearest Katz office has lots of the latter.

Huntington-
Charleston,
West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC & Du Mont

WSAZ
TELEVISION

also affiliated
with Radio
Stations WSAZ,
Huntington &
WGKV, Charleston
Lawrence H. Rogers,
Vice President and
General Manager,
WSAZ, Inc.
represented
nationally
by The Katz
Agency

LET'S ADD A VERSE TO 'OLD MacDONALD': HE HAS LOTS OF TELEVISION SETS, TOO

Farm tv circulation registers sharp upswing in past five years according to final Census compilations. These government figures for 1950-1954, plus estimates since that survey indicate farms are about 40% tv-saturated.

TELEVISION set circulation proportionately increased twice as fast on farms as it did in city homes in the 1950-1954 period.

New Census Bureau figures show that farm tv saturation increased from less than 3% in 1950 to 35.5% in the fall of 1954, when the current Census of Agriculture data was gathered.

Comparison of the 1950 tv set count (when 5 million sets had been produced) with the 1954 enumeration shows that tv circulation increased about sixfold in the nation as a whole; about sixfold in city homes, and an impressive twelvefold on farms.

Of the 4,782,395 farms enumerated in the 1954 farm census, 1,699,162 had television sets.

At the time of the 1954 census, manufacturers had produced 36 million tv receivers, according to Radio-Electronics-Tv Mfrs. Assn. Since that time manufacturers have turned out another 8.9 million tv receivers, nearly 25% of the total production from 1947 to the fall of 1954. It is believed that around 2 million farms now have tv, with the saturation figure around 40%.

Highest ratio of tv farms was found in the North, according to the Census Bureau's 1954 enumeration, with 955,359, or 46.8%, of 2,043,088 farms having tv receivers. In the West 159,849 farms, or 37.8% of the 422,699 total, had tv sets. Circulation in the South numbered 583,954 sets, or 25.2% of a total 2,316,606 farms.

Saturation Ratios

New Jersey had the highest tv farm saturation among the states, with 82.9% of farms having reception. Next were Rhode Island with 76.3%, Massachusetts 68.9%, Connecticut 68.7% and New York 68.4%.

Lowest saturation ratio was found in Wyoming, where 7.6% of the 870 farms had tv. In Nevada 8.8% of the 250 farms were tv equipped.

Breaking up the nation by groups, the Census Bureau found that the Mid-Atlantic states had the highest farm tv saturation, 63.1%. Following were East North Central states 54.6%; New England 52.2%; Pacific 47.8%; West North Central 34.7%; South Atlantic 28.2%; West South Central 27.5%; Mountain 24.4%; East South Central 20.0%.

In its sample survey of tv set circulation conducted last June under Advertising Research Foundation and industry auspices, the Census Bureau found that about 32 million, or 67% of U. S. homes, were equipped with one or more tv sets [B•T, Sept. 26].

As to farms, the sample check showed that 42.3% of rural farm homes have tv sets compared to 80% city saturation.

The sample was based on about 20,000 usable returns obtained during the Census Bureau's monthly housing surveys.

The electronic media, radio and tv, are the only national media whose circulations are measured and authenticated by the Federal government. Last count of radio circulation by the Census Bureau was conducted during the 1950 decennial census. Tv was measured, too, in that census but the figures were obsolete by the time they could be processed due to the fast growth of the visual medium.

An appropriation of $16 million was provided by Congress for the 1954 farm survey, with 31,000 enumerators conducting the farm-to-farm survey of facilities and crops. The complete county reports of the farm census show such information as size of farms, mechanical equipment, materials used, crops produced, inventories, debts and conservation practices.

In the farm interviews, the enumerator asked the simple question "Do you have on this place: . . . television set (yes or no)?" The question appeared on one out of every five individual returns, the bureau considering a 20% sample of high accuracy. "The variability is so small as to be of no importance," one

FARM TV SETS

ALABAMA — CALIFORNIA
KENTUCKY — LOUISIANA
MICHIGAN — MISSOURI
NEW YORK — PENNSYLVANIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

ALABAMA	Total Farms	Farms With Tv	% Tv Farms
Autauga	1,519	218	14.4
Baldwin	2,534	731	28.8
Barbour	2,494	159	6.4
Bibb	1,117	307	27.5
Blount	3,682	1,315	35.7
Bullock	1,634	79	4.8
Butler	2,161	99	4.6
Calhoun	1,996	753	37.7
Chambers	2,177	433	19.9
Cherokee	2,141	662	30.9
Chilton	2,785	761	27.3
Choctaw	2,344	194	8.3
Clarke	2,525	143	5.7
Clay	1,967	395	20.1
Cleburne	1,391	545	39.2
Coffee	2,773	101	3.6
Colbert	1,837	217	11.8
Conecuh	2,338	161	6.9
Coosa	1,380	358	25.9
Covington	3,098	197	6.4
Crenshaw	1,983	92	4.6
Cullman	6,291	2,583	41.1
Dale	1,611	81	5.0
Dallas	4,124	320	7.8
De Kalb	6,136	1,131	18.4
Elmore	2,728	472	17.3
Escambia	1,723	158	9.2
Etowah	3,169	1,004	31.7
Fayette	2,089	382	18.3
Franklin	2,418	363	15.0
Geneva	2,292	127	5.5
Greene	2,199	120	5.5
Hale	2,667	275	10.3
Henry	1,832	153	8.4
Houston	3,008	145	4.8
Jackson	4,058	438	10.8
Jefferson	3,186	1,822	57.2
Lamar	2,107	243	11.5
Lauderdale	3,800	375	9.9
Lawrence	3,335	371	11.1
Lee	1,940	324	16.7
Limestone	4,176	643	15.4
Lowndes	2,132	184	8.6
Macon	1,947	108	5.5
Madison	4,723	734	15.5
Marengo	3,206	283	8.8
Marion	2,721	539	19.8
Marshall	4,858	1,117	23.0
Mobile	2,646	1,001	37.8
Monroe	873	270	9.4
Montgomery	2,391	417	17.4
Morgan	3,780	673	17.8
Perry	2,135	231	10.8
Pickens	2,640	281	10.6
Pike	2,368	164	6.9
Randolph	2,572	511	19.9
Russell	1,659	217	13.1
Saint Clair	1,986	720	36.3
Shelby	1,542	775	50.3
Sumter	2,702	234	8.7
Talladega	2,414	972	40.3
Tallapoosa	2,167	395	18.2
Tuscaloosa	3,521	1,004	28.5
Walker	3,122	1,240	39.7
Washington	1,561	142	9.1
Wilcox	2,740	79	2.9
Winston	1,785	520	29.1
TOTAL	176,956	32,261	18.2

CALIFORNIA	Total Farms	Farms With Tv	% Tv Farms
Alameda	1,428	1,019	71.4
Alpine	13	...	...
Amador	307	100	32.6
Butte	2,843	1,404	49.4
Calaveras	430	159	37.0
Colusa	746	365	48.9
Contra Costa	1,812	1,122	61.9
Del Norte	210	20	9.5
El Dorado	552	227	41.1
Fresno	9,776	5,998	61.4
Glenn	1,538	714	46.4
Humboldt	1,659	654	39.4
Imperial	1,633	669	41.0
Inyo	94	9	9.6
Kern	2,304	1,437	62.4
Kings	1,845	1,060	57.5
Lake	1,038	281	27.1
Lassen	397	7	1.8
Los Angeles	8,254	6,478	78.5
Madera	1,806	1,047	58.0
Marin	501	332	66.3
Mariposa	299	65	21.7
Mendocino	1,586	277	17.5
Merced	4,073	2,044	50.2
Modoc	749	16	2.1
Mono	43	1	2.3
Monterey	1,598	894	55.9
Napa	1,576	961	61.0
Nevada	471	239	50.7
Orange	4,593	3,449	75.1
Placer	1,583	808	51.0
Plumas	151	10	6.6
Riverside	4,906	3,123	63.7
Sacramento	3,397	1,915	56.4
San Benito	880	474	53.9
San Bernardino	5,475	3,718	67.9
San Diego	6,478	4,216	65.1
San Francisco	40	20	50.0
San Joaquin	5,437	3,103	57.1
San Luis Obispo	1,848	912	49.4
San Mateo	484	322	66.5
Santa Barbara	1,374	795	57.9
Santa Clara	4,953	3,596	72.6
Santa Cruz	1,578	659	41.8
Shasta	1,079	253	23.4
Sierra	66	1	1.5
Siskiyou	970	76	7.8
Solano	1,229	765	62.2
Sonoma	5,831	3,410	58.5
Stanislaus	6,629	3,427	51.7
Sutter	1,787	960	53.7
Tehema	1,707	725	42.5
Trinity	215	16	7.4
Tulare	6,633	4,032	60.8
Tuolumne	352	136	38.6
Ventura	1,856	1,381	74.4
Yolo	1,158	624	53.9
Yuba	804	372	46.3
TOTAL:	123,074	70,897	57.6

KENTUCKY	Total Farms	Farms With Tv	% Tv Farms
Adair	2,743	240	8.7
Allen	2,252	535	23.8
Anderson	1,071	430	40.1
Ballard	1,133	218	19.2
Barren	3,822	921	24.1
Bath	1,324	235	17.7
Bell	1,034	55	5.3
Boone	1,306	881	67.5
Bourbon	1,530	682	44.6
Boyd	646	346	53.6
Boyle	1,132	352	31.1
Bracken	1,303	715	54.9
Breathitt	2,076	111	5.3
Breckenridge	2,193	555	25.3
Bullitt	792	445	56.2
Butler	1,490	172	11.5
Caldwell	1,289	155	12.0
Calloway	2,292	320	14.0
Campbell	874	610	69.8
Carlisle	884	115	13.0
Carroll	822	356	43.3
Carter	2,136	676	31.6
Casey	2,772	381	13.7
Christian	2,106	577	26.7
Clark	1,356	293	21.6
Clay	2,365	65	2.7
Clinton	1,416	101	7.1
Crittenden	1,157	110	9.5
Cumberland	1,451	68	4.7
Daviess	2,481	685	27.6
Edmonson	1,362	255	18.7
Elliott	1,074	245	22.8
Estill	1,341	70	5.2
Fayette	1,418	538	37.9
Fleming	1,993	541	27.1
Floyd	2,532	567	22.4
Franklin	1,188	496	41.8
Fulton	940	160	17.0
Gallatin	525	275	52.4
Garrard	1,778	258	14.5
Grant	1,602	850	53.1
Graves	3,763	415	11.0
Grayson	2,319	397	17.1

[Continued]

FARM TV SETS *Continued*

	Total Farms	Farms With Tv	% Tv Farms
Green	2,008	295	14.7
Greenup	1,457	572	39.3
Hancock	835	206	24.7
Hardin	2,513	1,040	41.4
Harlan	944	50	5.3
Harrison	1,901	941	49.5
Hart	2,577	546	21.2
Henderson	1,399	458	32.7
Henry	1,556	771	49.6
Hickman	983	107	10.9
Hopkins	1,516	170	11.2
Jackson	1,813	90	5.0
Jefferson	1,742	1,423	81.7
Jessamine	1,187	291	24.5
Johnson	1,528	406	26.6
Kenton	1,167	920	78.8
Knott	1,842	85	4.6
Knox	2,363	71	3.0
Larue	1,357	522	38.5
Laurel	3,008	155	5.2
Lawrence	1,554	653	42.0
Lee	866	25	2.9
Leslie	1,062	30	2.8
Letcher	1,574	90	5.7
Lewis	1,657	441	26.6
Lincoln	2,241	276	12.3
Livingston	912	70	7.7
Logan	2,524	853	33.8
Lyon	695	91	13.1
McCracken	1,477	225	15.2
McCreary	906	50	5.5
McLean	1,026	177	17.3
Madison	2,866	269	9.4
Magoffin	1,718	330	19.2
Marion	1,653	668	40.4
Marshall	1,653	200	12.1
Martin	919	265	28.8
Mason	1,448	827	57.1
Meade	1,003	631	62.9
Menifee	779	125	16.0
Mercer	1,823	746	40.9
Metcalfe	2,024	245	12.1
Monroe	1,945	361	18.6
Montgomery	1,295	258	19.9
Morgan	2,074	522	25.2
Muhlenberg	1,413	243	17.2
Nelson	1,647	726	44.1
Nicholas	1,345	460	34.2
Ohio	2,318	370	16.0
Oldham	656	354	54.0
Owen	1,668	662	39.7
Owsley	1,052	20	1.9
Pendleton	1,568	745	47.5
Perry	1,625	55	3.4
Pike	3,913	746	19.1
Powell	705	42	6.0
Pulaski	4,126	281	6.8
Robertson	659	280	42.5
Rockcastle	1,514	85	5.6
Rowan	740	137	18.5
Russell	1,884	161	8.5
Scott	1,573	430	27.3
Shelby	2,150	1,172	54.5
Simpson	1,439	330	22.9
Spencer	966	491	50.8
Taylor	1,712	466	27.2
Todd	1,484	385	25.9
Trigg	1,289	167	13.0
Trimble	894	540	60.4
Union	895	242	27.0
Warren	3,145	831	26.4
Washington	1,804	736	40.8
Wayne	1,682	56	3.3
Webster	1,326	177	13.3
Whitley	1,899	85	4.5
Wolfe	992	87	8.8
Woodford	877	345	39.3
TOTAL	193,487	45,926	23.7
LOUISIANA			
Acadia	3,310	379	11.5
Allen	1,160	121	10.4
Ascension	1,283	459	35.8
Assumption	313	131	4.9
Avoyelles	4,467	514	11.5
Beauregard	1,262	169	13.4
Bienville	1,673	265	15.8
Bossier	2,020	553	27.4
Caddo	2,771	557	20.1
Calcasieu	1,296	441	34.0
Caldwell	1,089	335	30.8
Cameron	649	192	29.6
Catahoula	1,578	242	15.3
Claiborne	2,167	367	16.9
Concordia	1,189	169	14.2
De Soto	2,575	282	11.0
East Baton Rouge	1,704	972	57.0
East Carroll	1,715	424	24.7
East Feliciana	1,460	181	12.4
Evangeline	3,226	256	7.9
Franklin	4,171	1,117	26.8
Grant	1,322	200	15.1
Iberia	1,002	179	17.9
Iberville	572	234	40.9
Jackson	1,058	248	23.4
Jefferson	218	141	64.7
Jefferson Davis	1,207	392	32.5
Lafayette	2,928	275	9.4
Lafourche	736	388	52.7
La Salle	775	95	12.3
Lincoln	1,586	425	26.8
Livingston	2,585	1,058	40.9
Madison	1,418	365	25.7
Morehouse	2,610	452	17.3
Natchitoches	3,169	327	10.3
Orleans	40	10	25.0
Ouachita	1,500	410	27.3
Plaquemines	594	277	46.6
Pointe Coupee	1,917	362	18.9
Rapides	3,665	506	13.8
Red River	1,551	151	9.7
Richland	3,144	645	20.5
Sabine	1,757	87	5.0
St. Bernard	153	83	54.2
St. Charles	161	104	64.6
St. Helena	1,534	299	19.5
St. James	413	174	42.1
St. John the Baptist	141	56	39.7
St. Landry	6,700	454	6.8
St. Martin	2,198	98	4.5
St. Mary	417	168	40.3
St. Tammany	1,405	552	39.3
Tangipahoa	3,998	1,502	37.6
Tensas	1,341	201	15.0
Terrebonne	658	334	50.8
Union	2,131	492	23.1
Vermilion	2,661	411	15.4
Vernon	1,723	147	8.5
Washington	2,950	860	29.2
Webster	1,673	253	15.1
West Baton Rouge	414	109	26.3
West Carroll	2,255	669	29.7
West Feliciana	648	57	8.8
Winn	1,134	136	12.0
TOTAL	111,127	22,510	20.3
MICHIGAN			
Alcona	740	170	23.0
Alger	290	5	1.7
Allegan	4,225	2,446	57.9
Alpena	1,019	66	6.5
Antrim	836	202	24.2
Arenac	1,036	390	37.6
Baraga	399	16	4.0
Barry	2,137	1,416	66.3
Bay	2,349	1,080	46.0
Benzie	451	196	43.5
Berrien	4,624	3,212	69.5
Branch	2,165	1,500	69.3
Calhoun	2,702	2,035	75.3
Cass	2,103	1,133	53.9
Charlevoix	758	120	15.8
Cheboygan	703	50	7.1
Chippewa	999	61	6.1
Clare	723	299	41.4
Clinton	2,602	1,773	68.1
Crawford	51		
Delta	928	187	20.2
Dickinson	420	119	28.3
Eaton	2,790	1,966	70.5
Emmet	837	96	11.5
Genesee	3,275	2,157	65.9
Gladwin	1,074	421	39.2
Gogebic	433	55	12.7
Grand Traverse	1,123	436	38.8
Gratiot	2,498	1,558	62.4
Hillsdale	2,907	1,770	60.9
Houghton	1,005	55	5.5
Huron	3,524	1.002	28.4
Ingham	2,328	1,724	74.1
Ionia	2,315	1,612	69.6
Iosco	590	212	35.9
Iron	484	57	11.8
Isabella	2,050	1,102	53.8
Jackson	2,306	1,611	69.9
Kalamazoo	2,265	1,687	74.5
Kalkaska	400	87	21.8
Kent	3,769	2,362	62.7
Keweenaw	26	...	...
Lake	331	85	25.7
Lapeer	2,807	1,815	64.7
Leelanau	883	176	19.9
Lenawee	3,463	2,602	75.1
Livingston	1,829	1,253	68.5
Luce	114	10	8.8
Mackinac	279	30	10.8
Macomb	2,465	2,077	84.3
Manistee	842	276	32.8
Marquette	387	40	10.3
Mason	1,327	520	39.2
Mecosta	1,575	770	48.9
Menominee	1,518	602	39.7
Midland	1,576	860	54.6
Missaukee	868	163	18.8
Monroe	3,289	2,749	83.6
Montcalm	2,682	1,591	59.3
Montmorency	321	35	10.9
Muskegon	1,342	930	69.3
Newaygo	2,028	911	44.9
Oakland	2,064	1,723	83.5
Oceana	1,726	724	41.9
Ogemaw	797	239	30.0
Ontonagon	693	67	9.7
Osceola	1,246	490	39.3
Oscoda	221	17	7.7
Otsego	350	55	15.7
Ottawa	3,308	1,745	52.8
Presque Isle	820	25	3.0
Roscommon	118	40	33.9
Saginaw	4,250	2,448	57.6
St. Clair	3,281	2,406	73.3
St. Joseph	1,991	1,296	65.1
Sanilac	4,125	2,033	49.3
Schoolcraft	259	70	27.0
Shiawassee	2,539	1,711	67.4
Tuscola	3,781	1,844	48.8
Van Buren	3,444	2,470	71.7
Washtenaw	2,686	2,068	77.0
Wayne	2,221	1,908	85.9
Wexford	817	396	48.5
TOTAL	138,922	77,716	55.9
MISSOURI			
Adair	1,721	444	25.8
Andrew	1,849	961	52.0
Atchison	1,155	650	56.3
Audrain	2,032	685	33.7
Barry	2,901	689	23.8
Barton	1,724	482	28.0
Bates	2,357	978	41.5
Benton	1,628	279	17.1
Bollinger	1,707	261	15.3
Boone	2,446	856	35.0
Buchanan	1,847	984	53.3
Butler	2,802	416	14.8
Caldwell	1,431	843	58.9
Callaway	2,243	679	30.3
Camden	922	126	13.7
Cape Girardeau	2,313	360	15.6
Carroll	1,959	885	45.2
Carter	431	36	8.4
Cass	2,414	1,465	60.7
Cedar	1,673	256	15.3
Chariton	2,211	578	26.1
Christian	2,079	599	28.8
Clark	1,244	531	42.7
Clay	1,329	839	63.1
Clinton	1,203	612	50.9
Cole	1,477	425	28.8
Cooper	1,749	540	30.9
Crawford	1,316	414	31.5
Dade	1,706	406	23.8
Dallas	1,847	560	30.3
Daviess	1,889	765	40.5
De Kalb	1,487	580	39.0
Dent	1,423	219	15.4
Douglas	2,087	356	17.1
Dunklin	2,605	1,165	4.5
Franklin	2,752	1,063	38.6
Gasconade	1,351	449	33.2
Gentry	1,491	636	42.7
Greene	3,677	1,550	42.2
Grundy	1,420	464	32.7
Harrison	2,227	666	29.9
Henry	2,042	676	33.1
Hickory	1,012	147	14.5
Holt	1,193	549	46.0
Howard	1,297	388	29.9
Howell	2,613	266	10.2
Iron	752	86	11.4
Jackson	2,291	1,602	69.9
Jasper	2,594	993	38.3
Jefferson	1,809	973	53.8
Johnson	2,592	1,261	48.6
Knox	1,198	496	41.4
Laclede	2,042	513	25.1
Lafayette	2,449	1,244	50.8
Lawrence	2,782	790	28.4
Lewis	1,260	588	46.7
Lincoln	1,714	875	51.1
Linn	1,702	418	24.6
Livingston	1,487	575	38.7
McDonald	1,869	325	17.4
Macon	2,381	574	24.1
Madison	846	140	16.5
Maries	1,316	218	16.6
Marion	1,368	580	42.4

[Continued]

bureau official said in discussing the sample basis.

The farm census shows that 93% of U. S. farms have electricity and 48.8% have telephones.

FARMS WITH TELEVISION SETS, BY STATES, 1954 CENSUS OF AGRICULTURE

State	*Total Number of Farms*	*Farms with Television Sets*	
		Number	*Pct. of all Farms*
Ala.	176,956	32,261	18.2
Ariz.	9,321	3,809	40.9
Ark.	145,075	29,400	20.3
Calif.	123,074	70,897	57.6
Colo.	40,749	11,101	27.2
Conn.	12,753	8,759	68.7
Del.	6,297	3,785	60.1
Fla.	57,543	13,477	23.4
Ga.	165,524	45,720	27.6
Idaho	38,735	11,404	29.4
Ill.	175,543	91,538	52.1
Ind.	153,593	91,282	59.4
Iowa	192,933	105,809	54.8
Kan.	120,167	34,004	28.3
Ky.	193,487	45,926	23.7
La.	111,127	22,510	20.3
Me.	23,368	8,921	38.2
Md.	32,500	20,099	61.8
Mass.	17,361	11,968	68.9
Mich.	138,922	77,716	55.9
Minn.	165,225	55,045	33.3
Miss.	215,915	29,514	13.7
Mo.	201,614	63,650	31.6
Mont.	33,059	2,970	9.0
Neb.	100,846	33,661	33.4
Nev.	2,857	250	8.8
N. H.	10,411	5,475	52.6
N. J.	22,686	18,798	82.9
N. M.	21,070	3,648	17.3
N. Y.	105,714	72,293	68.4
N. C.	267,906	70,560	26.3
N. D.	61,939	11,178	18.0
Ohio	177,074	115,363	65.1
Okla.	118,979	41,695	35.0
Ore.	54,442	15,933	29.3
Pa.	128,876	71,369	55.4
R. I.	2,004	1,529	76.3
S. C.	124,203	24,861	20.0
S. D.	62,520	10,600	17.0
Tenn.	203,149	50,123	24.7
Tex.	292,946	90,323	30.8
Utah	22,825	9,795	42.9
Vt.	15,981	6,068	38.0
Va.	136,416	43,693	32.0
Wash.	65,175	29,172	44.8
West Va.	68,583	20,007	29.2
Wis.	153,558	60,333	39.3
Wyo.	11,392	870	7.6

Ketchum, MacLeod & Grove To Open New York Office

A NEW YORK office will be opened Jan. 16 by Ketchum, MacLeod & Grove with agency vice president Robert P. Lytle as manager, it was announced last week.

The New York operation, to be located at 155 East 44th Street, will be staffed with advertising and public relations account executives and radio and tv personnel. The staff is being selected from Ketchum, MacLeod & Grove's Pittsburgh organization, which now totals 235 persons.

Mr. Lytle has been with the agency since 1946 and has been associate director of the public relations department since 1948. He became vice president two years ago.

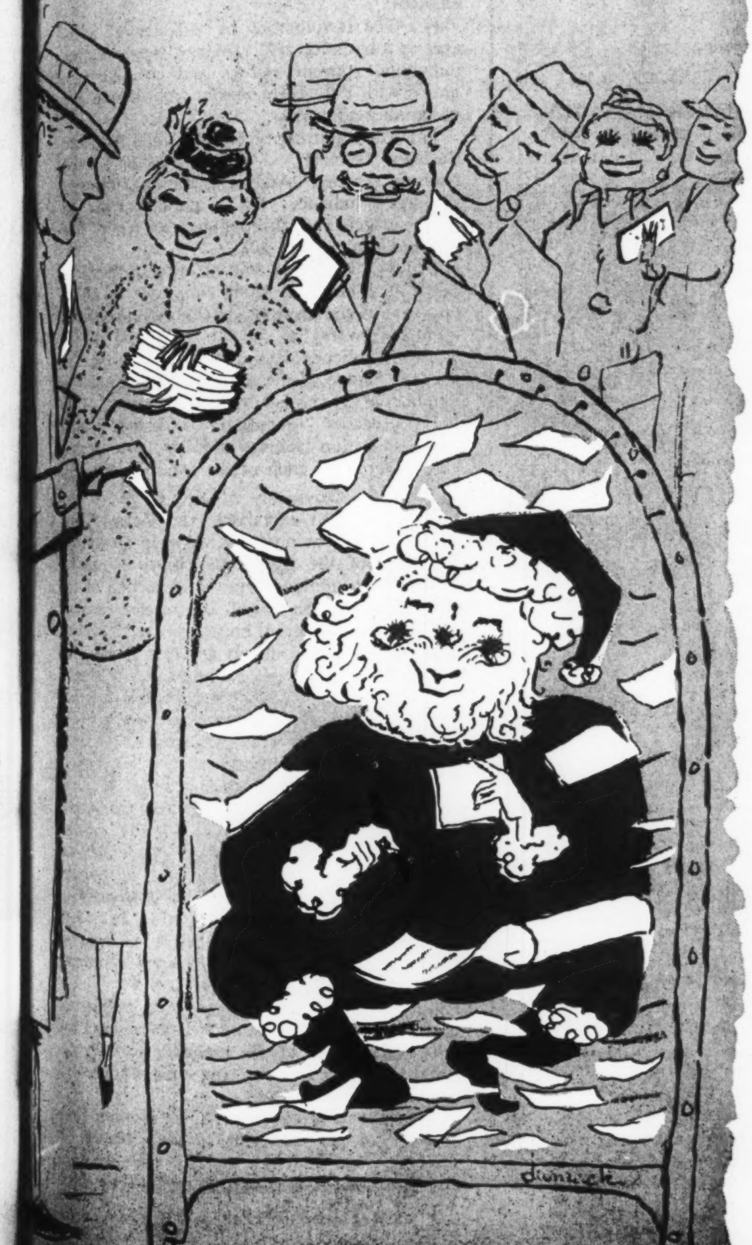
George Ketchum, president of the 32-year-old firm, said expansion of agency operations had been made necessary by the doubling of the firm's billing in the past five years.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.



ONE FOR 7 DOLLARS

name title

company

street

city zone state

Sign gift card

TWO FOR 13 DOLLARS

name title

company

street

city zone state

Sign gift card

THREE FOR 19 DOLLARS

name title

company

street

city zone state

Sign gift card

FOUR FOR 25 DOLLARS

name title

company

street

city zone state

Sign gift card

FIVE FOR THIRTY DOLLARS
LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$............enclosed ☐ Bill me in January

name title

company

street

city zone state

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

FARM TV SETS *Continued*

	Total Farms	Farms With Tv	% Tv Farms
Mercer	1,282	248	19.3
Miller	1,855	453	24.4
Mississippi	1,435	261	18.2
Moniteau	1,491	372	24.9
Monroe	1,867	582	31.2
Montgomery	1,542	426	27.6
Morgan	1,369	218	15.9
New Madrid	2,865	871	30.4
Newton	2,914	997	34.2
Nodaway	2,845	1,134	39.9
Oregon	1,550	92	5.9
Osage	1,691	349	20.6
Ozark	1,450	93	6.4
Pemiscot	2,794	1,265	45.3
Perry	1,692	348	20.6
Pettis	2,267	610	26.9
Phelps	1,647	293	17.8
Pike	1,645	682	41.5
Platte	1,434	964	67.2
Polk	2,489	637	25.6
Pulaski	1,010	191	18.9
Putnam	1,417	228	16.1
Ralls	1,314	565	43.0
Randolph	1,547	449	29.0
Ray	1,999	1,071	53.6
Reynolds	862	47	5.5
Ripley	1,259	87	6.9
St. Charles	1,823	986	54.1
St. Clair	1,712	355	20.7
St. Francois	1,185	560	47.3
Ste. Genevieve	889	417	46.9
St. Louis & St. Louis City	1,715	980	57.1
Saline	2,115	848	40.1
Schuyler	903	155	17.2
Scotland	1,172	414	35.3
Scott	1,353	317	23.4
Shannon	1,144	83	7.3
Shelby	1,466	596	40.7
Stoddard	3,344	545	16.3
Stone	1,478	286	19.4
Sullivan	1,881	219	11.6
Taney	1,064	237	22.3
Texas	2,847	285	10.0
Vernon	2,580	709	27.5
Warren	1,025	324	31.6
Washington	1,097	401	36.6
Wayne	1,088	148	13.6
Webster	2,291	583	25.4
Worth	740	278	37.6
Wright	2,436	372	15.3
TOTAL	201,614	63,650	31.6
NEW YORK			
Albany	1,175	780	66.4
Allegany	2,180	1,235	56.7
Bronx	13	...	...
Broome	2,022	1,622	80.2
Cattaraugus	3,040	2,160	71.1
Cayuga	2,491	1,800	72.3
Chautauqua	4,621	3,283	71.0
Chemung	1,090	711	65.2
Chenango	2,280	1,494	65.5
Clinton	1,967	1,055	53.6
Columbia	1,440	1,003	69.7
Cortland	1,134	888	78.3
Delaware	2,865	1,530	53.4
Dutchess	1,310	891	68.0
Erie	3,963	3,131	79.0
Essex	839	246	29.3
Franklin	1,771	711	40.1
Fulton	742	526	70.9
Genesee	1,944	1,500	77.2
Greene	1,098	677	61.7
Hamilton	32	...	...
Herkimer	1,719	1,291	75.1
Jefferson	2,978	1,713	57.5
Kings	43	10	23.3
Lewis	1,541	927	60.2
Livingston	1,612	1,170	72.6
Madison	2,057	1,474	71.7
Monroe	2,721	2,211	81.3
Montgomery	1,296	965	74.5
Nassau	329	285	86.6
New York	---	---	---
Niagara	3,223	2,440	75.7
Oneida	3,281	2,656	81.0
Onondaga	2,539	2,027	79.8
Ontario	2,371	1,878	79.2
Orange	2,129	1,586	74.5
Orleans	1,536	1,195	77.8
Oswego	2,858	2,239	78.3
Otsego	2,823	1,711	60.6
Putnam	220	183	83.2
Queens	83	31	37.3
Rensselaer	1,616	1,202	74.4
Richmond	72	40	55.6
Rockland	134	115	85.8
St. Lawrence	4,380	1,389	31.7
Saratoga	1,768	1,395	78.9
Schenectady	448	271	60.5
Schoharie	1,458	1,103	75.7
Schuyler	958	560	58.5
Seneca	1,089	851	78.1
Steuben	3,219	1,938	60.2
Suffolk	1,464	1,208	82.5
Sullivan	1,450	884	58.2
Tioga	1,580	1,118	70.8
Tompkins	1,409	972	69.0
Ulster	1,915	1,245	65.0
Warren	580	295	50.9
Washington	2,043	1,373	67.2
Wayne	2,913	2,263	77.7
Westchester	555	452	81.4
Wyoming	2,063	1,563	75.8
Yates	1,224	861	70.3
TOTAL	105,714	72,293	68.4
PENNSYLVANIA			
Adams	2,376	1,218	51.3
Allegheny	1,897	1,402	73.9
Armstrong	2,026	1,257	62.0
Beaver	1,266	1,045	82.5
Bedford	2,570	1,384	53.9
Berks	4,130	2,643	64.0
Blair	1,350	825	61.1
Bradford	3,237	2,056	63.5
Bucks	2,730	2,019	74.0
Butler	3,048	2,097	68.8
Cambria	1,542	1,088	70.6
Cameron	92	50	54.3
Carbon	570	379	66.5
Centre	1,350	738	54.7
Chester	3,383	2,305	68.1
Clarion	1,663	933	56.1
Clearfield	2,017	1,272	63.1
Clinton	565	250	44.2
Columbia	1,785	750	42.0
Crawford	3,590	1,823	50.8
Cumberland	2,325	1,135	48.8
Dauphin	1,695	658	38.8
Delaware	493	401	81.3
Elk	504	265	52.6
Erie	3,318	2,484	74.9
Fayette	2,546	1,666	65.4
Forest	173	90	52.0
Franklin	2,556	836	32.7
Fulton	1,124	401	35.7
Greene	2,091	978	46.8
Huntingdon	1,554	707	45.5
Indiana	2,691	1,634	60.7
Jefferson	1,491	920	61.7
Juniata	1,205	382	31.7
Lackawanna	1,054	642	60.9
Lancaster	7,951	2,656	33.4
Lawrence	1,609	1,050	65.3
Lebanon	1,762	805	45.7
Lehigh	1,671	1,253	75.0
Luzerne	1,990	997	50.1
Lycoming	2,095	595	28.4
McKean	796	512	64.3
Mercer	3,271	1,705	52.1
Mifflin	1,068	397	37.2
Monroe	687	464	67.5
Montgomery	2,505	1,799	71.8
Montour	553	195	35.3
Northampton	1,858	1,348	72.6
Northumberland	1,855	546	29.4
Perry	1,612	462	28.7
Philadelphia	76	36	47.4
Pike	335	283	84.5
Potter	999	458	45.8
Schuylkill	1,802	915	50.8
Snyder	1,344	290	21.6
Somerset	2,861	1,699	59.4
Sullivan	462	264	57.1
Susquehanna	2,144	1,454	67.8
Tioga	1,926	958	49.7
Union	924	185	20.0
Venango	1,416	656	46.3
Warren	1,241	585	47.1
Washington	3,423	2,352	68.7
Wayne	2,061	1,103	53.5
Westmoreland	3,905	2,774	71.0
Wyoming	1,118	634	56.7
York	5,549	3,206	57.8
TOTAL	128,876	71,369	55.4

OTHER 40 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Georgia	Nov. 21, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Maryland	Dec. 5, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina	Oct. 24, 1955

(N. C. total showing tv farms is corrected from 47.2% to read 26.3%).

North Dakota	Aug. 1, 1955
Ohio	Dec. 5, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Carolina	Dec. 5, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Virginia	Nov. 28, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

Allied President Praises 'Home' As Selling Tool

CHARLES McCARTHY, president of Allied Stores (operating department stores in principal cities), last week was quoted by NBC-TV to have credited the network's *Home* show (Mon.-Fri., 11 a.m.-noon EST) with bridging the gap "between merchandise advertised on a national program and merchandise carried by all [our] stores."

RCA and 33 Allied Stores combined facilities to produce three 30-minute color segments on three successive Tuesdays in November presenting fashions, home furnishings, toys and children's apparel on RCA color receivers placed in strategic locations in each of the participating stores. Products and merchandise demonstrated on the colorcasts also were on display in the stores.

Mr. McCarthy said Allied had been examining network tv as a "selling tool" for many years but that the problems appeared too varied and too complex. He said that the *Home* show proved "the kind of a show that local stores can get their merchandising teeth into, because it is in itself so well merchandised." He said two other points of the program which appealed to the stores were: it reaches women and has merchandising potential throughout the year.

NIELSEN ANNOUNCES CHANGES IN RATING

Audience survey firm introduces all-sponsor averages as a basis and places average audience on equal basis with total audience. Changes were made because of television's trend toward multiple sponsorships and variances in program lengths.

INNOVATIONS in the format and reporting procedures of its national tv ratings reports (Nielsen Television Index) were announced by A. C. Nielsen Co. last week, simultaneous with the release of the November report for two weeks ending Nov. 12 [AT DEADLINE, B•T Dec. 5].

The revisions take cognizance of the "evolution" of the television industry—multiple sponsorship and product advertising as well as variances in program length. The market research organization reported these major changes:

(1) The introduction of "all-sponsor" averages as a basis for NTI rankings, supplementing individual sponsor ratings and covering programs with different sponsors from day to day or on alternate weeks.

(2) The reporting of Nielsen Total Audience Rating (formerly "Nielsen Rating") and Nielsen Average Audience Rating (formerly Average Audience) on a parallel basis on "grid" pages and throughout the report (see Latest Ratings, page 40).

Included in reports will be separate rankings on a total audience basis (audience to all or any part of the program, excluding the one-five minute viewers) as in the past, and on an average audience basis (audience during the average minute of the program). In addition to number of tv homes reached, percent of tv homes reached (based on tv homes within reach of station facilities used by the program) also is listed for each of the two categories.

'Obviously of Value'

A. C. Nielsen explained that Nielsen Total Audience is "obviously of value in an overall appraisal of the program's ability to attract and hold an audience and is a function of the program's duration as well as a measurement of the number of different homes reached." Nielsen Average Audience affords a "close estimate of the audience to a single commercial, and thus is useful whenever more than one brand is advertised in a single telecast." It also is useful "when comparing the performance of programs of different durations."

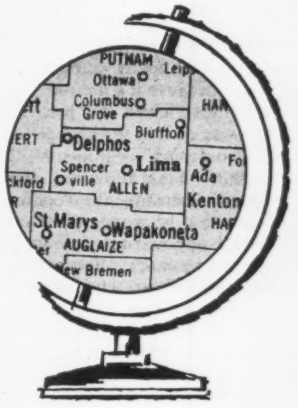
Nielsen has not stressed average audience figures in the past and it was felt that under the new concept longer programs will not maintain a rating advantage over shorter shows, allowing for substantial tuneout as well as tune-in. The Nielsen firm noted the emergence of "a wide range of program duration, i.e., 15 to 120 minutes [spectaculars, etc.], in contrast with the long established 15 and 30 minute program units."

Nielsen points out that separate ratings for each advertiser's programs "tell advertisers and agencies the size of the audience actually delivered by telecasts carrying their commercial messages."

Mixed reactions greeted A. C. Nielsen Co.'s revision of its television ratings reports to stress average audience equally with the total audience figures, formerly known as the Niel-

WORLDS OF EXTRA COVERAGE!

In the rich trading area of Lima, Ohio, there are 45,000 TV families for a saturation of 81.1 percent . . . and here more people watch WHIO-TV than all the other TV stations combined. Outside of the primary area, LIMA IS 80 MILES FROM DAYTON. It's just one of the MANY outside bonus areas in WHIO-TV's coverage of 511,310 families. Here are the ARB facts and figures:



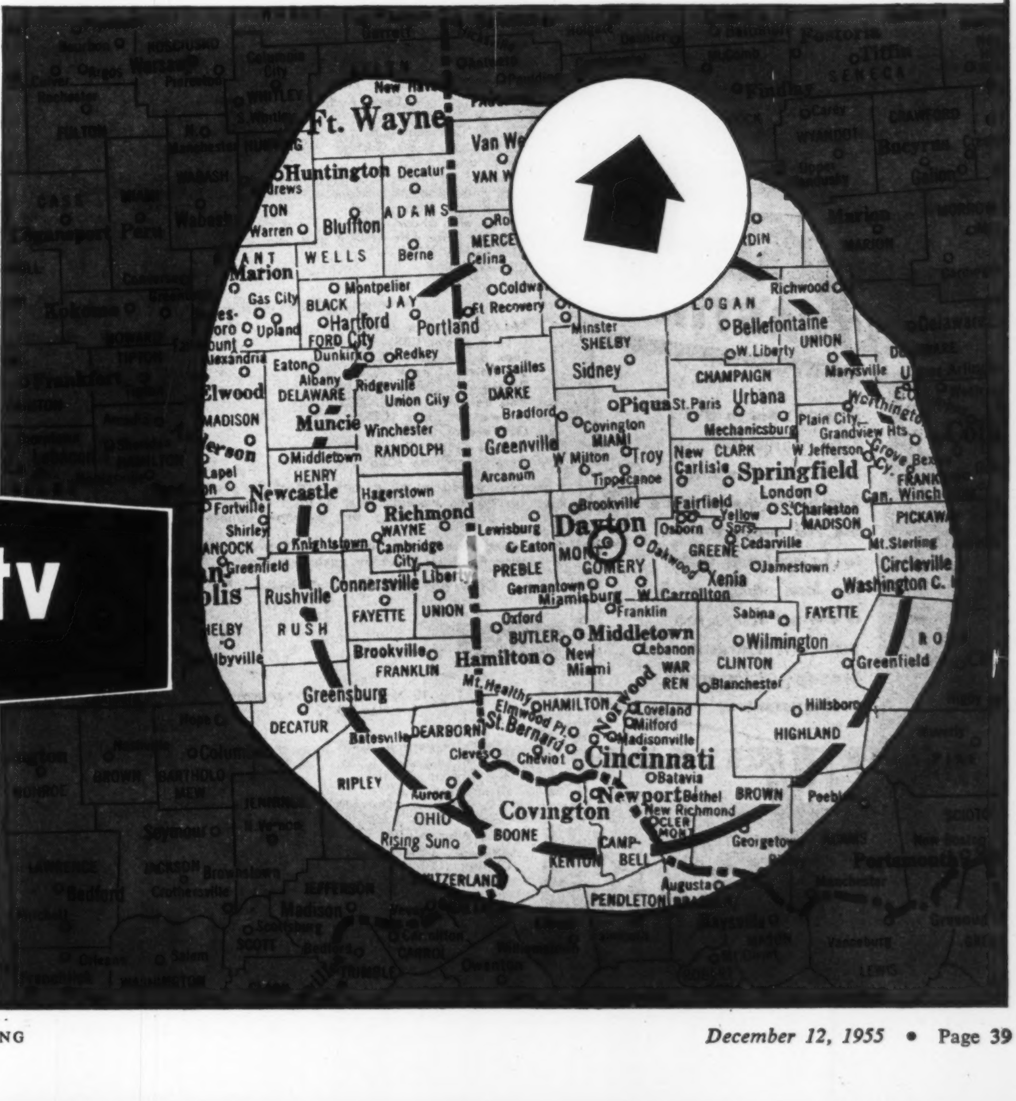
PUTNAM
Ottawa
Columbus Grove
Bluffton
Delphos
Spencerville
Lima
ALLEN
Ada
Kenton
St. Marys
Wapakoneta
AUGLAIZE
New Bremen

CHANNELS VIEWED MOST IN LIMA, OHIO

Channel	City	Station Viewed Most Before 6 P.M.	Station Viewed Most After 6 P.M.
WHIO-TV	Dayton	66	66
Station B (UHF)		7	24
Station C		5	5
Station D		3	3

These figures prove the eyes and ears of this world are tuned to WHIO-TV, one of America's great AREA stations, using one of the world's tallest towers (1104 ft.) and the equivalent of 316,000 watts. It's America's best buy in TV—and if you don't believe it ask our world representative George P. Hollingbery.

ONE OF
AMERICA'S
GREATEST
AREA
STATIONS



Ft. Wayne
Van Wert
Huntington
Decatur
ADAMS
Bluffton
WELLS
Berne
Marion
Montpelier
JAY
Portland
Hartford City
Celina
Coldwater
Ft. Recovery
Muncie
DELAWARE
Redkey
Union City
Winchester
RANDOLPH
Newcastle
HENRY
Richmond
WAYNE
Cambridge City
Connersville
Rushville
RUSH
FAYETTE
UNION
Liberty
Brookville
FRANKLIN
Greensburg
DECATUR
Batesville
RIPLEY
DEARBORN
Aurora
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Rising Sun
LOGAN
Bellefontaine
W. Liberty
UNION
Marysville
CHAMPAIGN
Urbana
Mechanicsburg
SHELBY
Sidney
Versailles
DARKE
Greenville
Piqua
MIAMI
Troy
Tippecanoe
New Carlisle
CLARK
Springfield
Dayton
MONTGOMERY
Oakwood
GREENE
Xenia
PREBLE
Eaton
Lewisburg
Germantown
Miamisburg
Franklin
Oxford
BUTLER
Middletown
Lebanon
WARREN
Hamilton
New Miami
CLINTON
Wilmington
Blanchester
FAYETTE
Washington C. H.
Circleville
Greenfield
Hillsboro
HIGHLAND
Norwood
St. Bernard
Elmwood Pl.
Mt. Healthy
Cincinnati
HAMILTON
Loveland
Milford
Madisonville
Cheviot
Cleves
Batavia
Newport
Bethel
BROWN
New Richmond
CLERMONT
Covington
BOONE
KENTON
CAMPBELL
Georgetown
Augusta
PENDLETON

whio-tv

CBS

Channel **7**
DAYTON, OHIO

sen-Ratings, which have been played up in the past [B•T, Dec. 5].

Hugh M. Beville Jr., NBC director of research and planning, took a "sort of neutral" position. He said NBC had approved the new format in advance and felt average audience figures "do have a place" but it still maintains that "the rating that really counts" is the total audience figure because it's the one "that shows how many homes viewed the program."

He said he was certain the change will add to the ratings "confusion"—"I'm sure that's not the purpose but I don't know any alternative." At one point in discussing the "confusion," he observed wryly that he wondered whether NBC should not have opposed the new format.

Oscar Katz, research director, CBS-TV, which was one of those who pushed for the change, took the position that "if there's confusion, it'll be healthy confusion" because it will show, with equal prominence, a program's total audience—all those who tuned in for six minutes or more—and the number that were tuned in during an average minute of the program.

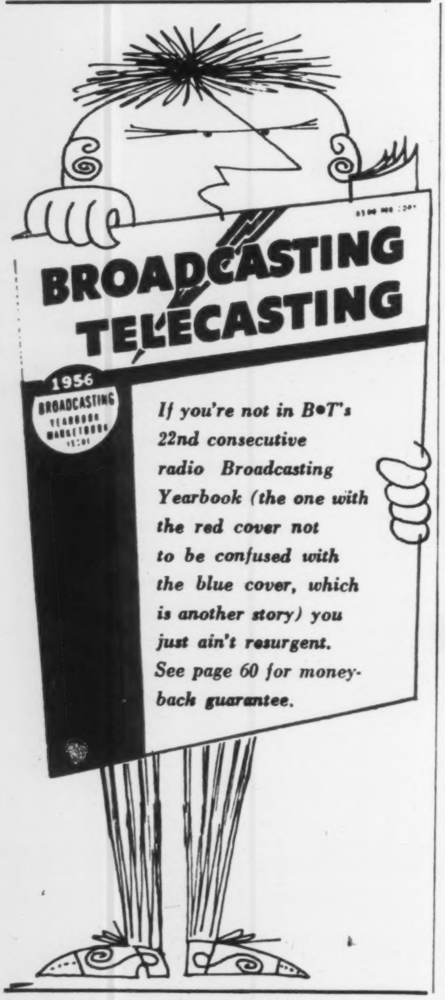
Generally, longer programs—those of an hour or 90 minutes—will be more affected by average audience figures than shorter shows. Whatever the length, those with high tune-in but heavy tune-out will fare considerably better in terms of total audience than in average audience.

Mr. Beville agreed that for purposes of such analyses, average audience figures are useful—but that they underestimate, often seriously, the audience the advertiser is actually getting for his money.

B•T's summary of the Advertising Research Foundation recommendations [B•T, Dec. 27, 1954], submitted to and approved by ARF in compliance with ARF requirements regarding condensation of that copyrighted report, had this to say on the subject:

"The measurement should report the average instantaneous audience. This is recommended because it 'automatically weighs persons or households into the audience in proportion to the amount of their tuning.' Therefore, it 'permits uniform comparisons of audience size measurements for programs of different duration.' Total audience measurement is designated as a supplementary standard. 'A total audience measurement, while counting all households which were exposed over an arbitrary minimum of time, counts them all equally, regardless of how long they were exposed over that minimum'."

Mr. Katz and Mr. Beville agreed that many shows which place among the Top 10 in total audience may be far down in the ranks in terms of average audience.



If you're not in B•T's 22nd consecutive radio Broadcasting Yearbook (the one with the red cover not to be confused with the blue cover, which is another story) you just ain't resurgent. See page 60 for money-back guarantee.

LATEST RATINGS

NIELSEN

Top 10 Television Programs

Two Weeks Ending Nov. 12, 1955

NUMBER OF TV HOMES REACHED (000)

† Total Audience

Rank		Rating
1.	$64,000 Question (CBS)	16,775
2.	Disneyland (ABC)	14,796
3.	I Love Lucy (CBS)	14,796
4.	Ed Sullivan Show (CBS)	14,661
5.	Jack Benny Show (CBS)	13,688
6.	Shower of Stars (CBS)	13,588
7.	You Bet Your Life (NBC)	12,715
8.	Perry Como Show (NBC)	12,615
9.	GE Theatre (CBS)	12,212
10.	Martha Raye Show (NBC)	12,078

‡ Average Audience

1.	$64,000 Question (CBS)	15,433
2.	I Love Lucy (CBS)	14,057
3.	Disneyland (ABC)	12,615
4.	Jack Benny Show (CBS)	12,481
5.	Ed Sullivan Show (CBS)	12,447
6.	You Bet Your Life (NBC)	11,810
7.	GE Theatre (CBS)	11,407
8.	George Gobel Show (NBC)	11,407
9.	Shower of Stars (CBS)	11,239
10.	Ford Theatre (NBC)	10,669

PERCENT OF TV HOMES REACHED*

† Total Audience

1.	$64,000 Question (CBS)	52.4
2.	Ed Sullivan Show (CBS)	46.1
3.	Disneyland (ABC)	45.8
4.	I Love Lucy (CBS)	45.5
5.	Jack Benny Show (NBC)	43.5
6.	Shower of Stars (CBS)	43.5
7.	Perry Como Show (NBC)	39.9
8.	You Bet Your Life (NBC)	39.4
9.	GE Theatre (CBS)	38.4
10.	Climax (CBS)	37.8

‡ Average Audience

1.	$64,000 Question (CBS)	48.2
2.	I Love Lucy (CBS)	43.2
3.	Jack Benny Show (CBS)	39.7
4.	Ed Sullivan Show (CBS)	39.1
5.	Disneyland (ABC)	39.0
6.	You Bet Your Life (NBC)	36.6
7.	Shower of Stars (CBS)	35.9
8.	GE Theatre (CBS)	35.9
9.	George Gobel Show (NBC)	34.9
10.	December Bride (CBS)	33.8

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the program.
* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

Top 10 Network Tv Programs
Nov. 6-12

		Rating
1.	$64,000 Question (CBS)	57.3
2.	I Love Lucy (CBS)	52.1
3.	Ed Sullivan (CBS)	49.8
4.	Disneyland (ABC)	46.7
5.	You Bet Your Life (NBC)	40.7
6.	George Gobel (NBC)	40.1
7.	Jack Benny (CBS)	39.6
8.	I've Got A Secret (CBS)	38.8
9.	Climax (CBS)	37.5
10.	Your Hit Parade (NBC)	36.7

		Viewers (000)
1.	Ed Sullivan (CBS)	47,460
2.	$64,000 Question (CBS)	43,600
3.	Disneyland (ABC)	41,920
4.	I Love Lucy (CBS)	41,780
5.	Jack Benny (CBS)	35,640
6.	You Bet Your Life (NBC)	32,540
7.	George Gobel (NBC)	32,510
8.	Perry Como (NBC)	31,520
9.	Honeymooners (CBS) Jackie Gleason	29,080
10.	Climax (CBS)	27,930

All figures copyrighted by the
AMERICAN RESEARCH BUREAU

PULSE

Top Radio Programs

July Through October

	Program Average Rating Sept. Oct.	July Aug.
Evening		
Our Miss Brooks (CBS)	5.3	5.1
Two for the Money (CBS)	5.0	3.9
Groucho Marx (NBC)	4.6	4.0
L. Thomas (6:45 p.m. M-F) (CBS)	4.5	4.3
Dragnet (NBC)	4.4	4.3
Ed. Murrow (7:45 p.m., M-F) (CBS)	4.4	4.3
G. Crosby, Gunsmoke (CBS)	4.4	4.8
Mitch Miller (CBS)	4.4	
Whistler, Misc. (CBS)	4.4	4.1
Godfrey's Talent Scouts (CBS)	4.1	4.0
Jukebox Jury, Bergen-McCarthy (CBS)	4.1	4.0
Monday-Friday Daytime		
Helen Trent (CBS)	5.4	5.7
Ma Perkins (CBS)	5.3	5.8
Arthur Godfrey (CBS)	5.2	5.7
Guiding Light (CBS)	5.2	5.7
Perry Mason (CBS)	5.2	5.7
Wendy Warren (CBS)	5.2	5.8
Road of Life (CBS)	5.1	5.7
Make Up Your Mind (CBS)	4.9	
Nora Drake (CBS)	4.9	5.5
Young Dr. Malone (CBS)	4.9	5.6
Saturday & Sunday Daytime		
Gunsmoke (CBS)	4.1	4.3
Romance (CBS)	3.8	4.2
Robert Q. Lewis (CBS)	3.4	4.0
City Hospital (CBS)	3.3	
Galen Drake (CBS)	3.2	4.0

VIDEODEX

Top 10 Tv Programs
Nov. 1-7

	Name of program	Cities	Tv Homes %
1	$64,000 Question (CBS)	157	39.8
2	I Love Lucy (CBS)	148	34.0
3	Dragnet (NBC)	148	33.7
4	Disneyland (ABC)	175	32.0
5	Ed Sullivan Show (CBS)	143	31.5
6	Shower of Stars (CBS)	124	30.8
7	You Bet Your Life (NBC)	151	30.4
8	Max Liebman Spectacular (NBC)	107	28.7
9	GE Theatre (CBS)	139	28.6
10	Playhouse of Stars (CBS)	136	28.4

	Name of Program	Cities	Tv Homes (000's)
1	$64,000 Question (CBS)	157	14,984
2	Disneyland (ABC)	175	12,301
3	Dragnet (NBC)	148	12,105
4	I Love Lucy (CBS)	148	12,077
5	Ed Sullivan's Show (CBS)	143	11,385
6	You Bet Your Life (NBC)	151	10,872
7	Shower of Stars (CBS)	124	10,423
8	Two For The Money (CBS)	107	10,413
9	GE Theatre (CBS)	139	10,269
10	Ford Theatre (NBC)	177	9,992

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Procter & Gamble Plans Big Give-Away Promotion

PROCTER & GAMBLE Co., Cincinnati, Westinghouse Electric Corp., Metuchen, N. J., and Ford Motor Co., Dearborn, Mich., will get together later this month with NBC and CBS, as well as women's magazines for a major promotion campaign for a new pink Dreft's national consumer contest.

For the best entries completing the sentence beginning "I'm tickled pink with new pink Dreft because . . . ," Procter & Gamble will award five 1956 Ford Thunderbird cars, 20 Westinghouse color tv sets, 50 monochrome tv sets, 100 electric blankets and 50 portable radios.

Through Dancer-Fitzgerald-Sample Inc., New York, Dreft will place radio and tv spots thrice weekly over a period of four weeks on NBC-TV's *Tennessee Ernie Show*, and CBS Radio's *Road of Life* daytime serial. Both shows are sponsored by P&G. Cooperating with D-F-S are Kenyon & Eckhardt Inc., New York, for Ford, and McCann-Erickson Inc., New York, for Westinghouse.

Quaker Takes Rose Parade

QUAKER OATS Co., Chicago, will sponsor the Tournament of Roses Parade on ABC-TV from Pasadena, Calif., on Jan. 2, it was announced Friday. The parade telecast will be carried by about 85 stations, the company reported. Quaker will advertise a number of products during the presentation. Purchase was handled through Lynn Baker Inc., New York, with cost of time and facilities estimated at $100,000.

MARKING Chevrolet's entry into daytime tv with sponsorship of the *Garry Moore Show* (Wednesday, 10:15-30 a.m. CBS-TV) are (l to r): William G. Power, advertising manager, Chevrolet Motor Div., General Motors; Colin Campbell, vice president-account executive on the Chevrolet account, Campbell-Ewald Co.; Mr. Moore, and Philip L. McHugh, vice president in charge of radio-tv, Campbell-Ewald Co.

Ayer Staff Adds Three

N. W. AYER & SON Inc., Philadelphia, has named three staff additions to its New York office: Burt M. Harris, vice president in charge of tv merchandising, Walter Framer Productions, to radio-tv program production department; William H. Fallon, Sullivan, Stauffer, Colwell & Bayles, marketing and media research department, to radio-tv research staff, and Neil Atkinson Jr., recently discharged from U. S. Marines, to sports staff.

Kraft Consolidates Services With C. G. Wright As Head

KRAFT FOODS Co., Chicago, has announced the consolidation of its advertising, sales and consumer services functions into one broad marketing department under C. G. Wright, former vice president in charge of sales and advertising, and the reshuffling of other key executives. Mr. Wright becomes vice president in charge of marketing.

Reporting to J. B. McLaughlin, who continues as sales and advertising director, will be C. R. Green, as general sales manager; Tad Jeffery, general advertising manager; Marye Dahnke, director of consumer services, and E. J. Schwartz, director of sales distribution. J. E. McClellan, sales promotion manager, and A. W. Skulstad, manager of marketing research, also will report to Mr. McLaughlin.

The changes were announced Monday by J. C. Loftis, executive vice president of Kraft, a substantial radio-tv advertiser. Mr. Loftis attributed the integration to the need for meeting more effectively "the problems of today's food sales and distribution."

Union Sponsors Races

UNION OIL Co., Los Angeles, through Young & Rubicam, Los Angeles, has expanded purchase of featured Santa Anita horse races on Columbia Television Pacific Network from five to 19 stations. Four $100,000 races and background color will be aired betwen Jan. 28 and March 10. The firm also will sponsor seven Saturday feature races on CBS-owned KNXT (TV) Los Angeles.

DON'T OVERLOOK THE FACTS

Fact Number 8 for
N color TV system
8
NO SPEC
MAKE-UP

9 Keep watching this space for more revealing facts!

8 Picks up true flesh tones with on-the-street make-up. Does not require exaggerated, special make-up.

7 PERFECT CAMERA-MATCH

6 COMPACT CAMERA

5 NO REGISTRATION PROBLEMS

4 CUTS MANPOWER IN HALF

3 NO HOT LIGHTS

2 TUBE COST approx. 2c per hour

1 COLOR AT MONOCHROME COST

DUMONT®

VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.

ANA STAND ON COMMISSIONS CLARIFIED

President West, in a letter to association members, states no definite stand has been taken on 15% agency fee.

THE ASSN. of National Advertisers made clear last week that it "has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation."

In a letter to ANA member companies, designed to clarify "confusion and possible misunderstandings" which he attributed to "some published interpretations and implications" resulting from ANA General Counsel Gilbert H. Weil's address at the association's 46th annual meeting [for Mr. Weil's text, slightly condensed, see B•T, Nov. 7], ANA President Paul B. West said:

"The matter of what services an advertiser requires and obtains from his agency and what is to be paid for those services is the individual responsibility of the advertiser; just as the matter of the scope and character of an agency's services and what the agency will charge for those services is the individual responsibility of the agency.

"It is generally acknowledged that the 15% commission method for agency services has served advertisers and advertising well over the years. It is also recognized that as advertising has expanded in volume, scope and importance as an indispensable sales and public relations instrumentality of American industry, the scope and value of the specialized services required of well-organized agencies have expanded beyond the scope of the traditional commission system as originally conceived.

"Consequently, the matter of determining the value of these expanding services in any given case and arriving at an equitable basis of payment has become an increasing problem to many advertisers and their agencies."

Mr. West's letter, sent Dec. 2 and made public last Tuesday, also said:

"Because of some published interpretations and implications as a result of the talk made by ANA General Counsel Gilbert H. Weil at the recent ANA annual meeting, some confusion and possible misunderstandings have arisen as to ANA's position. Consequently, we want to set the record straight for the benefit of ANA members and others who may be concerned.

"As you have been informed, the ANA is not a party to the action of the Dept. of Justice against several organizations representing media and agencies. However, because the complaints issued by the government involve agency recognition and 15% commission practices, the ANA on behalf of its members, has a very real interest in the effects this government action may have on the relationships between advertisers and their agencies.

"Believing that the time had come to make a realistic appraisal of the actualities of the current situation, both with respect to the law and the practical application of the law, the ANA asked its counsel, Gilbert Weil, to make such an appraisal based on his working knowledge of the law and advertising practices over many years, and to present his view at the open session of our annual meeting Nov. 2 at which agency and media representatives were present.

"Mr. Weil's talk, widely hailed as a sound and clarifying analysis, was favorably received by ANA members as a valuable service.

"Now, as regards the question of ANA's position on the 15% agency commission method. It should be made clear that the ANA has taken no position for or against the continuance of a 15% agency commission as a basic method of compensation . . .

"Regardless of the outcome of the Justice Dept.'s action, one point of transcending importance stands out: I think you will agree upon reviewing Mr. Weil's talk, the weight of his remarks is aimed at encouraging advertisers to study and develop with their agencies working agreements that will insure the most effective service on an equitable basis of payment in keeping with the principle that 'the laborer is worthy of his hire.'

"I believe the conviction is prevalent among advertisers today that they have a highly valuable asset in the creative and specialized skills of their agencies. This has been increasingly recognized as agencies have broadened the base of their services and can generally offer advertisers far more than the minimum—the creating and placing of advertisements.

"It is in this direction that the ANA has been working for some time through its Advertising Management Committee. Increasingly we are finding: when an advertiser draws up a carefully thought-through working agreement with his agency in which the kinds of services he requires, the extent to which the agency agrees to perform such services, responsibilities of each and the extent to which the cost of the specified services may be covered by the customary commission arrangement, or the extent to which other considerations might bear upon the sub-

Men Who Know Akron Best*
BUY MOST ON WAKR
(Ask Us To Prove It To You)

*AKRON'S LARGEST DEPARTMENT STORE
*AKRON'S LARGEST SUPER-MARKET CHAIN
*AKRON'S LARGEST BANK CHAIN
*AKRON'S LARGEST AUTO DEALERS

IN AKRON
WAKR is 1ST
IN LOCAL AND NATIONAL SALES

"WACKER" The Leader
TOPS IN AKRON

ALL OF THESE BUSINESS LEADERS
also run substantial program
schedules on WAKR-TV

© 1955 SUMMIT RADIO CORP., AKRON 20, OHIO

WAKR
RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

A radio schedule for people who have everything —including television!

(The abc's of ABC's **NEW SOUNDS FOR YOU**—
*written and illustrated for advertisers
age 25 and over.)*

NEW SOUNDS FOR YOU

"EVENTS OF THE DAY"

7:30 Today's Sensational Story
7:35 Inside Washington
7:40 Transatlantic Exclusive
7:45 Personality of the Day
7:50 The News and You
7:55 News

"THE WORLD AND YOU"

8:00 Arrivals and Departures
8:05 Let's Visit
8:10 Yesterday at Midnight
8:15 America at Work and Play
8:20 Elm Street to the Great White Way
8:25 News

"YOUR BETTER TOMORROW"*

8:30 Part 1—words to live by
8:35 Part 2—advice on your marriage and family
8:40 Part 3—improving your personality
8:45 Part 4—your success
8:50 Part 5—advice on your home
8:55 News

"SOUNDMIRROR"

9:00 Sounds of Yesterday
9:05 Sounds of Today
9:15 Sounds of No Importance
9:20 Soundings
9:25 News

"OFFBEAT"

9:30 Offbeat Humor
9:35 Focus on the Future
9:45 Soloscope
9:55 News

***MONDAYS**

8:30—The Voice of Firestone.

***TUESDAYS**

8:30—Bishop Sheen's "Life Is Worth Living."

'TWAS THE NIGHT BEFORE TELEVISION. The family settled in the living room for a long evening of radio. When TV was installed, the family began listening to radio a new way. Ma tuned in her kitchen radio. Pa listened in his car, his den, his workshop. And the children played their bedroom radio. Radio listening became a *personal* affair. To fit this new listening, ABC Radio created NEW SOUNDS FOR YOU . . . *personalized* programing. Handy 5- and 10-minute segments. Each is *regularly scheduled.* (Every week night, same time.) Each wins its own audience. Each can be sponsored as a "strip" or night by night. Surprisingly little money buys a 5-minute segment, full network. Your ABC salesman is ready with all the facts.

LISTEN . . . the new sound of ABC Radio

ject—where these are meticulously spelled out, this is a most effective approach to the problem.

"It is clear that the full power of advertising will be necessary as never before to meet the challenge of creative marketing now confronting national advertisers. Any action that would have the effect of causing a deterioration of agency services, or that would impede the desired development of agencies' services to meet advertisers' expanding marketing needs, along with the evolution of an equitable basis of payment for such services, would be a disservice to the best interests of all concerned and should be avoided."

'Dragnet' Time Switch

IN ORDER to strengthen its Thursday night position on NBC-TV, Liggett & Myers Co. (Chesterfield & L & M cigarettes), New York, is switching places with the Borden Co. (dairy products) by placing *Dragnet* one half hour earlier, starting Jan. 5. In the place of *Dragnet,* currently seen 9-9:30 p.m. (EST), Borden has agreed to put *The People's Choice,* starring Jackie Cooper. Agencies involved are Cunningham & Walsh Inc., for Liggett & Myers, and Young & Rubicam Inc., for the Borden Co.

Kudner Agency Adds Four

KUDNER AGENCY Inc., has named four additions to its New York office: Robert B. Betts, J. Walter Thompson Co., as radio-tv copywriter; Hal Friedman, NBC-TV special events, as member of production staff; Olive P. Gately, former vice president, Fuller & Smith & Ross Inc., Cleveland, as copywriter on the Frigidaire account, and Frederick K. Russell, art director, Kiesewetter, Baker, Hagedorn & Smith, as art director on Frigidaire.

Y & R's Thomas Hackett Dies

THOMAS M. HACKETT, 49, associate director of media relations for Young & Rubicam Inc., New York, died last Wednesday in Mt. Kisco, N. Y., after an illness. Mr. Hackett joined Y & R as a trainee in 1927, rose through the space buying ranks to media department manager in 1935 and in 1952 assumed the position he held at the time of his death. Surviving are his wife, the former Jessie MacArthur, and their two children.

NETWORK BUSINESS

Chrysler Corp., Detroit, will sponsor telecast of 31-year-old annual East-West Shrine football game at San Francisco, Dec. 31 (4:45 p.m. EST) on some 100 NBC-TV stations. McCann-Erickson Inc., S. F., is agency.

Shulton Inc. (Old Spice toiletries) to sponsor "Two American Originals," 60-minute *See It Now* program on CBS-TV tomorrow (Tuesday, 9-10 p.m. EST). Agency: The Wesley Assoc., N. Y.

Gulf Oil Corp., Pittsburgh, will sponsor 1956 Sugar Bowl football game between Georgia Tech and U. of Pittsburgh from New Orleans on Jan. 2 on ABC Radio and ABC-TV, starting at 1:55 p.m. EST. Agency: Young & Rubicam, N. Y.

Pan American World Airways Inc., N. Y., has renewed alternate week sponsorship of NBC-TV's *Meet the Press,* effective Jan. 1, for 52 weeks. J. Walter Thompson, N. Y., is the agency.

Procter & Gamble Co., Cincinnati, extends sponsorship in ABC-TV's *Famous Film Festival* (Sun., 7:30-9 p.m. EST) for Shasta Shampoo through June 17, 1956, buying one participation in each show. Agency: Biow-Beirn-Toigo Inc., N. Y., **American Chicle Co.** (Dentyne gum), Long Island City, N. Y., has bought two additional participations—Dec. 18 and Dec. 25—in addition to first two Sundays of this month. American Chicle's agency: Ted Bates Inc., N. Y.

SPOT BUSINESS

Standard Oil Co. of California (Chevron and Standard gasoline) to sponsor new West Coast film series starting in January and titled *Chevron Hall of Stars,* as replacement for *Waterfront* series currently being shown in 12 markets. Program using name actors will be filmed and produced by Four Star Productions Inc., L. A. Agency is BBDO, L. A.

AGENCY APPOINTMENTS

Lentheric Div. (perfumes, toiletries), Olin Mathieson Chemical Corp., New York, appoints Grant Adv. Inc. for Lentheric products. Cunningham & Walsh, former agency for Lentheric, retains Squibb account for parent firm.

Holeproof Hosiery Co., Milwaukee, Wis., appoints Peck Adv., N. Y. Radio-tv being considered.

G. Heileman Brewing Co., La Crosse, Wis., appoints Earle Ludgin & Co., Chicago, for its advertising. Account was resigned by Leo Burnett Co., same city, because of competitive Pabst Brewing Co. account.

Bell Savings & Loan Assn., Chicago, appoints M. M. Fisher Assoc., same city. Radio will be used.

Studio Girl Cosmetics, Hollywood, appoints Grant, Schwenck & Baker Inc., Chicago, to handle its advertising.

Deepfreeze Appliance Div. of Motor Products Corp., Chicago, appoints Roche, Williams & Cleary Inc., Chicago, for its advertising.

Carns Inc. (caramel corn candy), Chicago, names Robertson Potter Co., same city, to handle advertising.

RCA-Victor Co., Montreal, names Kenyon & Eckhardt, Toronto, effective Jan. 1. RCA-Victor has used Spitzer & Mills Ltd., Toronto, and its predecessor Lord & Thomas of Canada, for past 20 years. Decision to switch agencies is in part due to plans to utilize more of U. S. parent company's advertising material in Canada. K&E plans to open Montreal service office.

Wm. Neilson Ltd., Toronto (candies and chocolate) appoints MacLaren Adv. Ltd., Toronto, for all advertising.

Kiwi Polish Co., Pottstown, Pa., appoints Street & Finney Inc., N. Y., effective immediately. Its former agency was Geyer Inc., N. Y.

Western Hotels Inc. appoints Cole & Weber Inc., Seattle.

A&A SHORTS

Saga Adv. Inc., N. Y., has opened offices at 134 W. 21st St. New agency is headed by **Leon Appel,** president, formerly with Eugene Stevens Inc., and **Joseph Gould,** executive vice president in charge of media and copy, and recently copy chief-account executive with Friend, Krieger & Rader, N. Y.

Cary-Hill Inc., Des Moines, Iowa, agency, has expanded Kansas City, Mo., branch with absorption of Townsend-Williams Adv. **Robert Townsend,** head of defunct firm, is vice president and manager of Cary-Hill, K. C. division.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Dec. 13 (9-10 p.m.) *See It Now,* "Two American Originals," Shulton Inc. through Wesley Assoc.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars,* "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (7-7:30 p.m.) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 24 and 31).

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee,* "I Hear America Singing," Ford Motor Co. through J. Walter Thompson.

Dec. 20 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Dec. 27).

Dec. 22 (8:30-9:30 p.m.) *Climax,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Dec. 12-16 (5:30-6 p.m.) *Howdy Doody,* participating sponsors (also Dec. 19-23 and 26-30).

Dec. 12-16 (3-4 p.m.) *Matinee*, participating sponsors (also Dec. 19, 22-23, 26-30).

Dec. 12 (8-9:30 p.m.) *Producers' Showcase,* "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

Dec. 18 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Dec. 20 (11a.m.-12 noon) *Home,* insert in color at 11:37-11-44 a.m. Participating sponsors.

Dec. 20 (8-9 p.m.) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Dec. 22 (9-9:30 p.m.) *Dragnet,* Liggett & Myers through Cunningham & Walsh.

Dec. 24 (9-10:30 p.m.) *Max Liebman Presents,* "Babes in Toyland," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Dec. 25 (3:30-4 p.m.) *Zoo Parade,* American Chicle Co. through Ted Bates.

Dec. 25 (4:30-5:30 p.m.) *Assignment: India,* sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T]

Ask Anybody

Kellogg's CORN FLAKES
Chef BOY-AR-DEE
HUDSON Napkins
HUDSON
Nestles
Morris
Philip Morris
Clicquot Club
HANLEY EXPORT

They'll Tell You

DOMINANT 10 MOVES MERCHANDISE!

In Providence, Worcester, Fall River, New Bedford, Taunton, on Cape Cod, wherever you sell products to people in Southern New England, Big 10 does the BIG JOB!

. . . and here's some of the ammunition that moves the merchandise!

TUES. THRU SAT.
MILLION DOLLAR MOVIE
11:15 P.M.

MON. THRU FRI.
THE BREAKFAST SHOW
9 - 10 A.M.

WED., THURS., FRI.
TRIPLE AAA FOOD SHOW
1 - 2:30 P.M.

MON. THRU FRI.
SUPER CARTOON SHOW
5 - 5:30 P.M.

Get details from WEED TELEVISION

DOMINANT 10
PROVIDENCE, R. I.

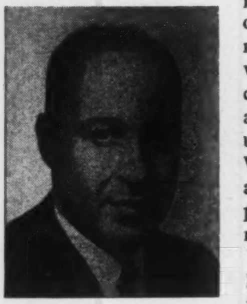
WJAR-TV
BASIC NBC TV

Cary-Hill has also opened offices in Omaha at 516 Insurance Bldg. **John W. Howard,** regional representative, Frederic W. Ziv Co., radio-tv productions, Cincinnati, heads C-H Omaha division.

Keene & Keene, Seattle agency, has moved to larger office space in room 931 Republic Bldg., Seattle 1, Wash.

McCann-Erickson, N. Y., has resigned *Woman's Home Companion* account according to Marion Harper Jr., president of agency.

A&A PEOPLE



MR. PARETS

Edwin Parets, Park & Tilford Distillers Corp., N. Y., elected vice president in charge of advertising and merchandising. He will handle parent company beverages and subsidiary products Tintex dyes, Winx eye make-up and Park & Tilford perfumes and cosmetics.

Forrester Mashbir, formerly staff director, KPIX (TV) San Francisco, to J. Walter Thompson Co., N. Y., as director of San Francisco office.

Stanley F. Merritt has rejoined Albert Frank-Guenther Law Inc., N. Y., as vice president.

A. W. Brownell II, former vice president-general manager of Philadelphia office of James Thomas Chirurg Co., Boston, to Morey, Humm & Johnstone Inc., N. Y., as vice president and account supervisor.

Perry S. Ury, former director of sales for WFMZ-AM-TV Allentown, Pa., named president of A. T. E. Advertising Inc., Allentown.

Harlan Logan, director of public relations, Corning Glass Works and director of public relations and advertising, Steuben Glass Inc., elected vice president for personnel and public relations for General Foods. He joins GF in newly created position Jan. 1.

Perry L. Brand, formerly vice president, Henri, Hurst & McDonald Inc., Chicago, appointed executive secretary of Chicago plans board of Campbell-Mithun Inc.

Robert Douglass Stuart, executive vice president and director of James Thomas Chirurg Co., Boston and N. Y. agency, appointed editor of *Advertising Agency Magazine* effective Jan. 1, succeeding **Roger A. Barton,** who has resigned.

Clayton Huff, assistant to BBDO treasurer and executive vice president Fred Manchee, elected assistant treasurer.

Emmett Faison, account executive, Arndt, Preston, Chapin, Lamb & Keene Inc., Philadelphia, to account executive, Benton & Bowles Inc., N. Y.

Peter S. Pell, CBS-TV film service department, to Roy S. Durstine Inc., N. Y., as assistant account executive.

Edmund R. Dewing Jr., midwestern merchandising representative, Towle Silversmiths, Newburyport, Mass., appointed account executive, Harold Cabot & Co., Boston agency.

Elwood Lindell to Don L. Baxter Inc., Dallas, as account executive.

Nina Flinn, timebuyer, Doyle Dane Bernbach Inc., N. Y., to Robert W. Orr & Assoc. Inc., N. Y., in same capacity.

H. Lane Losey, advertising manager of mining division of Ohio Brass Co., Mansfield, Ohio, to Lee Ramsdell & Co. Inc., Philadelphia, as senior copywriter on consumer accounts.

William S. Doughten, rejoins Dancer-Fitzgerald-Sample, N. Y., as radio-tv script editor after six years with D-F-S client, General Mills, as coordinator of Betty Crocker tv activities.

Thomas S. Cadden, former radio-tv director, Krupnick Associates, St. Louis, to copy staff of Geoffrey Wade Advertising, Chicago.

Charles Hart, field manager Comet Rice Co., Houston, Texas, reassigned to work exclusively with introduction and marketing of new Comet Pre-Fluffed rice.

John Dromey, public relations director, Harold Cabot & Co., Boston agency, to National Braille Press Inc., Boston, as assistant managing director.

Sales Get Fatter by the Platter

when you're BOBBIN' with ROBIN

AMERICA'S NO. 3 DISC JOCK SHOW

You don't have to tell the Detroit-Wayne County billion dollar market who is America's No. 3 disc jockey and who rates No. 1 in this area. They know it's Bobbin' with Robin! They give him the biggest tune-in! And, the more platters he plays the more the advertising pays! The man sells like mad!

SAVE UP TO 15%
by using 2 or more
of these powerful stations

WKMH—Dearborn-Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

HERE IS HOW

Buy All 4 Stations - Save 15%
Buy Any 3 Stations - Save 10%
Buy Any 2 Stations - Save 5%

Represented by HEADLEY-REED

Morning, Noon, Night . . . 7 Days A Week it's
WKMH
DEARBORN, MICHIGAN
Fred A. Knorr, President
John Carroll, Managing Director

KNORR Broadcasting Corporation

each one is different

Hats differ, so do the people who wear them. Stations differ, but so do the people who run them.

Interpreting these differences in ways that benefit both station and advertiser is a prime aim of quality representation. The effectiveness of Harrington, Righter and Parsons in achieving it is built upon applied knowledge, drive, and *exclusive* attention to one medium.

Promises are no substitute for performance. Quality representation is synonymous only with performance. These stations can tell you.

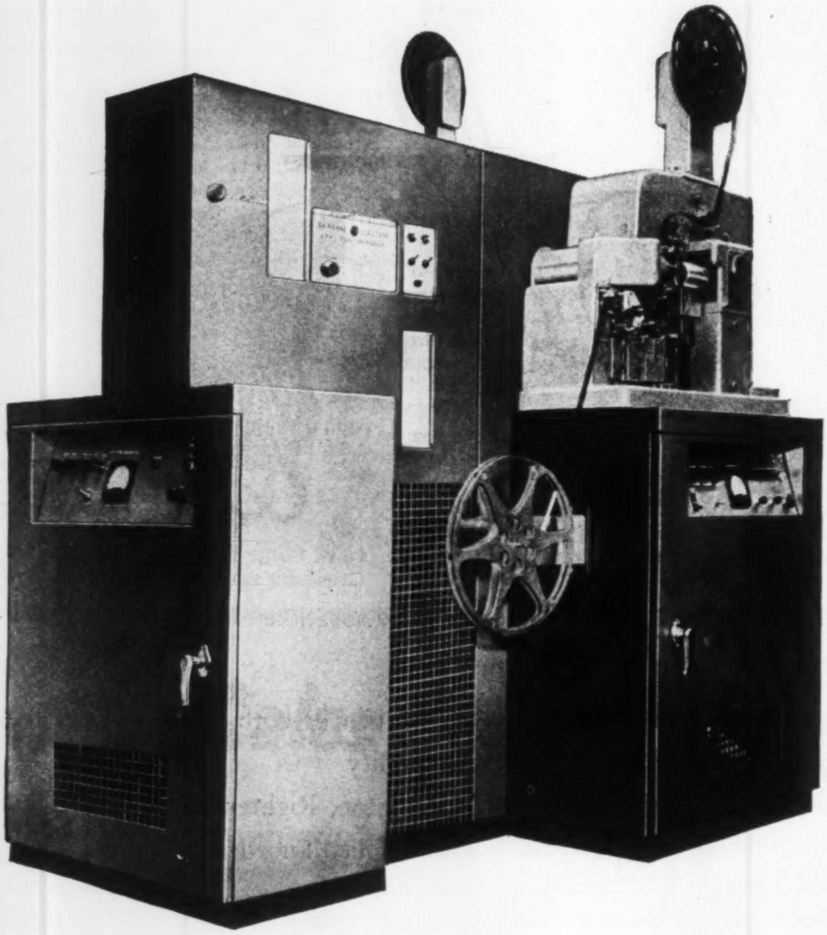
Harrington, Righter and Parsons, Inc.

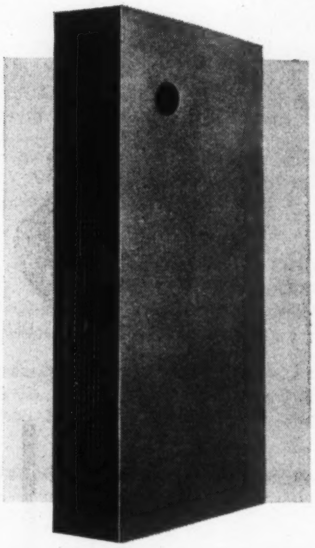
New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND





G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2x2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

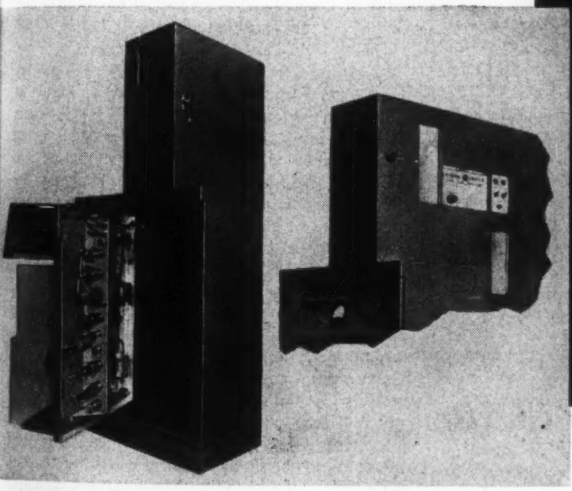
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

The Completely New G-E Color Film Center. A New System— A New Continuous Motion Projector. For Monochrome Service NOW— Color When You Want It!

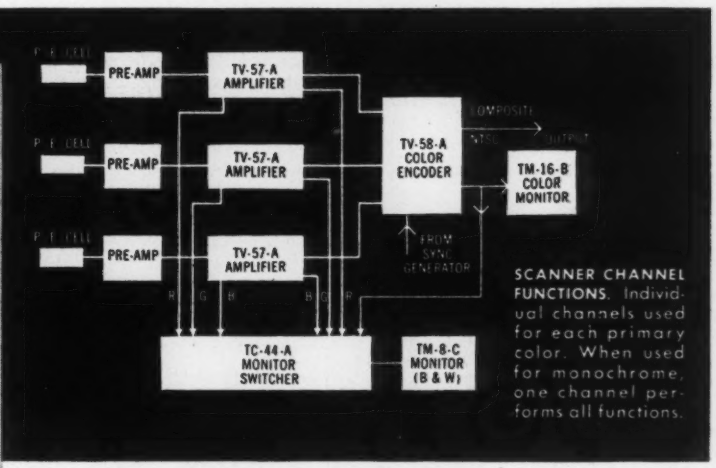
WHAT IT IS. The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed,* specifically for color or monochrome operation—or both.

THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of *dependable performance.* Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



2x2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.



SCANNER CHANNEL FUNCTIONS. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: *General* ***Electric Company, Broadcast Equipment, Section X2125-12,*** *Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

COURT UPHOLDS BAN OF FILMS TO TV BY FIVE MOTION PICTURE COMPANIES

No violation of Sherman Antitrust Act, Federal judge rules in case involving refusal to make 16 mm prints available for television use and for other outlets. Decision is a sweeping one.

REFUSAL of five major motion picture companies to make 16 mm films available to television and other outlets did not constitute antitrust violations, Chief U. S. District Judge Leon R. Yankwich ruled Nov. 5 in Los Angeles.

In an 80-page opinion, Judge Yankwich declared that the U. S. Government had failed to prove any of the violations charged to five leading producing-distributing companies under Section I of the Sherman Antitrust Act.

The decision held that the Sherman Act condemns "only unreasonable restraints," that competition is not "an absolute under American law and economy," and that "business practices affecting interstate commerce that put some restraints on competition do not necessarily violate the antitrust laws."

In its complaint, the government charged the defendant motion picture companies with "conspiracy" to prevent distribution of 16 mm editions (of standard size 35 mm films) in areas where they might "affect the income of theatres distributing standard films and which were charging admission." The complaint also alleged that the film companies refused to license 16 mm films for television showing to avoid helping to create competition for theatres.

The five defendants in the case, which went to trial Sept. 22, were 20th Century-Fox Film Corp., Warner Bros. Pictures Inc., RKO-Radio Pictures Inc., Columbia Pictures Corp., Universal Pictures Co. and subsidiaries of these companies, Warner Bros. Distributing Corp., Screen Gems Incorporated (Columbia) and United World Films Inc. (Universal).

The government action originally was instituted against six motion picture producing companies and six distributors of feature movies. On Sept. 2 of this year, a consent decree was entered against two defendants, Republic Pictures Corp., producer, and the parent corporation Republic Production Inc., distributor. On Sept. 22, a consent decree was entered against two other defendants, Pictorial Films Inc. and Films Inc., distributors [B•T, Sept. 26].

The case was tried by Judge Yankwich in October and November. A total of 700 exhibits was introduced and nearly 4,000 pages of testimony taken during the six weeks' trial.

Judge Yankwich's decision of last week is regarded as a sweeping one in that it lays down for the first time the law relating to the right of motion picture distributors to regulate the distribution of 16 mm films.

Pick Your Actor

IN A FULL PAGE *New York Times* ad Dec. 7, addressed to 22 major tv sponsors and the three video networks, Television Programs of America Inc. described a new sales twist it is making available through its *Tugboat Annie* series now in production.

TPA is permitting the sponsors or networks to select an actor-salesman personality to fill one of the roles (neither of the two leads, however) in the show. This person will be signed to a long-term contract and be available to the sponsor for tie-ins with printed ads, personal appearances and other merchandising support.

The sponsor will thus be assured of the performer's services when he wants them and will not be confronted with as large a bill as he would be if the actor had to be paid for all services above program appearances. Too, TPA points out, the actor will be closely identified with *Tugboat Annie* and the sponsor. TPA believes advertisers will be able to budget advertising expenses on a long range basis by utilizing the new plan.

SALE OF RKO FILMS LEANS TOWARD FOX

THE DRAWN-OUT negotiations with General Teleradio Inc. regarding the future of its RKO Radio Pictures feature film library appeared last week to be close to an end. Bidding for the valuable film stockpile are independent tv film executive Matthew Fox and National Telefilm Assoc.—Mr. Fox offering an estimated $12 million and NTA, some $10 million in cash.

According to reports in New York, Mr. Fox has the "inside edge" in the negotiations, which may come to a head this Wednesday. His offer is understood to cover world rights to 600 or 750 of the RKO feature films, plus 900 shorts and eventual delivery of 150 additional features. NTA's bid is reported to encompass the entire 750 feature films and the 900 shorts.

Thomas F. O'Neil, chairman of the board, General Teleradio and RKO Radio, was quoted last week as saying that "as far as we're concerned, a deal is as good as made unless something goes wrong in the next 10 days or two weeks." This was to be taken as an indication the transaction will be negotiated with Mr. Fox, with whom a conference is set this week.

It was reported that talks with Mr. Fox have become protracted because there are certain complexities that have to be ironed out with respect to 150 feature films that Mr. O'Neil will hold title to for several years. It was pointed out that many of the films have theatrical reissue value; several have not been released yet to theatres and others have been issued only recently. A clear-cut understanding must be reached, sources said, on the disposition of these films to Mr. Fox, including possible financial re-imbursement beyond the $12 million figure.

Mr. O'Neil, it is understood, will utilize these 150 feature films as a nucleus for his tv operation. GT sources stress that he has no intention of abandoning his film activity, even though he sells his library to Mr. Fox or to another buyer.

Video President Henry Dies

MARTIN P. HENRY, 50, president of Video Pictures Inc., New York tv film producer, died last Tuesday in New York following a week-long heart illness. A former Hollywood director, Mr. Henry, who joined Video Pictures in 1935 when it was a producer of motion picture short subjects, became its president in 1952.

Survivors are his mother and a sister, Mrs. Gene Sarazen, wife of the former National Open golf champion.

MEL ROACH (l), Seaboard Finance Co. account executive, shows Ralph G. Tuchman, general manager of Harris-Tuchman Productions, newspaper and point-of-sale uses of the animated tv commercials produced by H-T for Seaboard (through Frank Bull & Co.). The commercials, originally created for tv only, have been extended for use in other media.

'Plug-Free' Films Pledged By Ziv Television Programs

ADVERTISERS buying present or future Ziv tv film programs were assured last week by Frederic W. Ziv, board chairman of Ziv Television Programs Inc., that the films would be "plug-free."

He made this pledge in a statement released in Hollywood, in which he said that there is "a dangerous trend among tv producers to trade the valuable television time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program costs, talky backstage visits with movie moguls or clips from non-tv films, and free rides on major scheduled airlines."

According to the estimates of Ziv's tv research department, Mr. Ziv said as many as 50 million "publicity impressions" for products and services of non-tv advertisers are being made weekly on U. S. television homes. He urged the television industry to evaluate the "plug trend" carefully in terms of long range effects on the respect of advertisers and agencies and the public for the television medium. "It's time the television industry and the telefilm companies drew a clear line on what is, and what is not, an allowable 'television commercial,'" Mr. Ziv asserted. "If we continue to avoid a clear definition, television may find what has become the nation's biggest advertising medium is being played for a billion-dollar sucker—one that permits itself to lure audiences away from tv sets and into theatres, and to surrender a powerful advertising potential to promote 'free riding products' and services actually spending a fraction of television rate card prices."

New Series Features Sisters

NUGENT PRODUCTIONS has been organized in Hollywood to make a series of 30 minute tv films featuring Judy and Carol Nugent, 14 and 18 year old sisters, and headed by their father, Carl Nugent, now a studio craftsman at Metro Goldwyn Mayer. Titled *Growing Up in Hollywood,* the series will show backstage activities of youngsters in the making of motion pictures.

ABC-TV BUYS 100 FILMS FROM RANK

New package of British imports reportedly involves $1.5 million. To be used first on network's new program, 'Afternoon Film Festival.'

A LONG-RANGE agreement, reportedly involving $1.5 million, is being announced today (Monday) in the acquisition by ABC-TV of 100 feature films from J. Arthur Rank Film Distributors Ltd.

The huge package of feature film imports from England will be used first on the network's new program, *Afternoon Film Festival,* to be programmed from 3-5 p.m. EST, Mon.-Fri., immediately preceding ABC-TV's *Mickey Mouse Club,* starting Jan. 16.

The contract, announced jointly by ABC President Robert E. Kintner and Managing Director John Davis of J. Arthur Rank Organization, parent group of the Rank enterprises, gives ABC unlimited use of the feature films on tv for an extended period. John H. Mitchell, vice president in charge of ABC-TV, represented the network in negotiations.

ABC-TV already had purchased a group of Rank features for its Sunday night *Famous Film Festival* which is being sold on a participation basis.

The new 100-film package is studded with prominent titles and British stars such as "Hamlet," starring Sir Laurence Olivier, Jean Simmons and Stanley Holloway; "A Queen Is Crowned," a pictorial report of Queen Elizabeth's coronation in 1953 (Mr. Olivier narrating); "Run for Your Money" with Alec Guinness, and "Beware of Pity," starring Lilli Palmer and Sir Cedric Hardwicke.

Special Force Set Up

Along with the purchase of the films, Mr. Mitchell revealed that the network has set up a special sales force for the weekday feature film program. Appointed were three "special project salesmen":

William M. Koblenzer, who is to join ABC today (Mon.) after having been with DuMont Electronicam Production Services as sales manager and national sales manager for the former DuMont Television Network. He also had been associated at one time as a sales executive with Frederic W. Ziv Co. and with Music Corp. of America. He will operate for ABC-TV out of New York.

Harry Pertka, also operating from ABC's New York office, was an account executive with the former DuMont Tv Network for the past four years. He also had been active in developing *Cavalcade of Stars* tv programs as sales manager for product advertising.

George Drase, former Eastern sales representative, CBS Radio Midwest Division, and before that in sales at WBBM and WCFL, both Chicago.

Messrs. Koblenzer and Pertka will report to William C. Gillogly, ABC-TV's eastern sales manager, and Mr. Drase will report to Harold Wettersten, the network's Chicago sales manager.

A sampling of other films in the 100 feature package, titles and stars, include "Always a Bride," Peggy Cummins, Terence Morgan and Ronald Squire; "Bedelia," Margaret Lockwood, Anne Crawford and Ian Hunter; "The Cruel Sea," Jack Hawkins, Donald Sinden and Denholm Elliot; "Fools Rush In," Sally Ann Howes

Thank You,

NATIONAL ADVERTISERS AND YOUR AGENCIES FOR THE

LEE FONDREN
General Sales Manager

LARGEST SALES VOLUME IN KLZ Radio HISTORY!

KLZ Radio has kept with the times—AHEAD of the times! Result—more national accounts, larger national schedules, greatest national dollar volume in KLZ's history!

Proof that KLZ RADIO is a better buy than ever before!

BE SURE—Use radio in Denver—Use KLZ Radio!

CALL A KATZ MAN
OR
KLZ RADIO SALES
TODAY!

CBS FOR THE ROCKY MOUNTAIN AREA
KLZ RADIO 560 k.c.
DENVER
REPRESENTED BY THE KATZ AGENCY

and Guy Rolfe; "The Girl in the Painting," Mai Zetterling, Mr. Rolfe and Robert Beatty; "Genevieve," Dinah Sheridan, Kay Kendall and Joyce Grenfell; "I Know Where I'm Going," Wendy Hiller, Roger Livesey and Pamela Brown; "The Lady Vanishes," Michael Redgrave; "Meet Mr. Lucifer," Stanley Holloway, Miss Cummins and Jack Watling; "October Man," John Mills and Joan Greenwood; "A Place of One's Own," James Mason and Miss Lockwood; "The Rocking Horse Winner." Valerie Hobson, John Howard Davies, Mr. Squire and Mr. Mills; "This Happy Breed," Celia Johnson, Robert Newton, Mr. Mills and Mr. Holloway; "Titfield Thunderbolt," Mr. Holloway, Naunton Wayne and John Gregson, and "Tonight at 8:30," Miss Hobson, Nigel Patrick and Mr. Holloway.

Kaufman Sees Bright Future For Producers of Tv Films

CONFIDENCE in the future of the tv film production and distribution business was voiced last week by Reub Kaufman, president of Guild Films, New York, who reported that the company's annual statement for the fiscal year ended Nov. 30 is expected to show an increase in Guild's working capital of more than 100% to about $2.25 million.

He told a special meeting of Guild's sales and administrative executives gathered in New York from different parts of the country that there are certain "prophets of gloom" in the tv film industry who have been "pessimistic" about the field. He acknowledged that the industry is still "going through a changing era," but said that "the stronger companies with the needed know-how will emerge on a sounder footing."

"Figures indicate our company is starting its new fiscal year, Dec. 1, in a stronger cash position than in any other year," Mr. Kaufman said, adding that Guild plans to go "full steam ahead in 1956" while anticipating a "banner year in profits."

STATE COURT UPHOLDS HOOKER INJUNCTION

A DECISION handed down by New York State Supreme Court last week continued a temporary injunction against Film Network Inc. and Master Television Inc., New York, both headed by West Hooker, and which had been charged with using "unauthorized names" of individuals and making "fraudulent statements" in sales of stock to the public.

In ruling that the injunction obtained by the New York State Attorney General's Office several weeks ago should be continued [B•T, Nov. 14], Justice Joseph A. Gavagan recommended an early trial of the issues, leading to a permanent injunction or dismissal of the charges.

Mr. Hooker said that he has instructed his attorney, L. Ray Glass of New York, to prepare for an early trial.

Screen Gems Sees Jump In Gross of $5 Million

GROSS sales of Screen Gems, wholly-owned subsidiary of Columbia Pictures Corp., are expected to reach $11 million this fiscal year as compared to $6 million the preceding year, it was revealed last week by A. Schneider, vice president and treasurer of Columbia Pictures at the company's annual meeting in New York.

Discussing the company's tv operations, Mr. Schneider said that no table of amortization was employed for the tv films. He explained that "they are written off on cost value," with the company benefiting "substantially" by their reissue and syndication value.

FILM PEOPLE

Joseph Brandel, former Philips (Netherlands) executive, appointed European director of sales for Ziv International. **William Castle,** director-producer for Ziv Television, has been assigned duties as production coordinator.

Fred Stettner appointed general manager of Marvel Screen Enterprises, new subsidiary of Barry & Enright Productions Inc., N. Y., which will conduct merchandising activities for *Winky Dink and You* and serve as liaison between the parent company, CBS-TV and licensees.

Dick Ostrander to Interstate Television Corp., N. Y., film distributor, as midwestern sales manager.

Norman Spiegel, manager of Dallas branch, United World Films Inc., N. Y., distributor, resigned effective Dec. 2. His future plans are indefinite.

Robert L. Strickland, film producer with U. S. Army Signal Corps, to Roger Wade Productions, N. Y., as production manager.

Robert D. Crosswell, former account executive with WJBK Detroit, to Richard H. Ullman Inc., Cincinnati, Ohio, production firm.

Tom McManus, international sales manager, MCA-TV film syndication, left last week for a three-week business trip to Europe to observe developments in foreign markets.

—that's the yearly income* of WIBW farm listeners!

Here's the man to sell. He's got plenty of cash to buy **your** product.

Kansas farm families are buying like mad these days, buying cars, tractors, tools, appliances, luxuries. They're building barns, sheds, homes, granaries. They're using services like never before.

Remember that figure, $8,830, after taxes—it gives them plenty of cash to play with.

And remember too that WIBW is the radio station Kansas Farmers listen to most.†

* Consumer Markets, 1955. † Kansas Radio Audience, 1954.

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City

"See Your Capper Man"
WIBW
CBS RADIO

Rep: Capper Publications, Inc.

SERVING A MARKET 52% ABOVE THE U. S. AVERAGE

— PERSONNEL RELATIONS —

Fellows Cites Obstacles To Automation Conference

NARTB does not set collective bargaining policies for radio or tv stations, raising question whether it can take part in conference on automation, NARTB President Harold E. Fellows said in letter to C. F. Rothery, NABET international president. Mr. Rothery had proposed NABET-NARTB meeting on automation in letter to NARTB head. NABET invitation included "other principal representatives of management."

Mr. Fellows emphasized NARTB is interested "in making sure that out-dated regulations do not prevent broadcasters from taking advantage of improved methods and equipment," and observed that broadcasters "are sympathetic to this problem and try wherever possible to make the transition for affected employes as easy as possible." He added, "Better service at lower cost is important to broadcasters." He said NARTB Employer-Employe Relations Committee will discuss subject at Jan. 10 meeting and it may come before NARTB board at Feb. 1-3 meeting.

Pay-Tv Opponent

THE American Federation of Labor-Congress of Industrial Organizations convention unanimously adopted a resolution last Thursday opposing toll television and calling on the FCC to reject applications of pay-television proponents. The resolution declared that pay-tv constitutes an infringement of the property rights of set owners and also "will curtail greatly the free use of the medium."

— PROFESSIONAL SERVICES —

Fred Eden, Robert Green Join Welch, Mott & Morgan

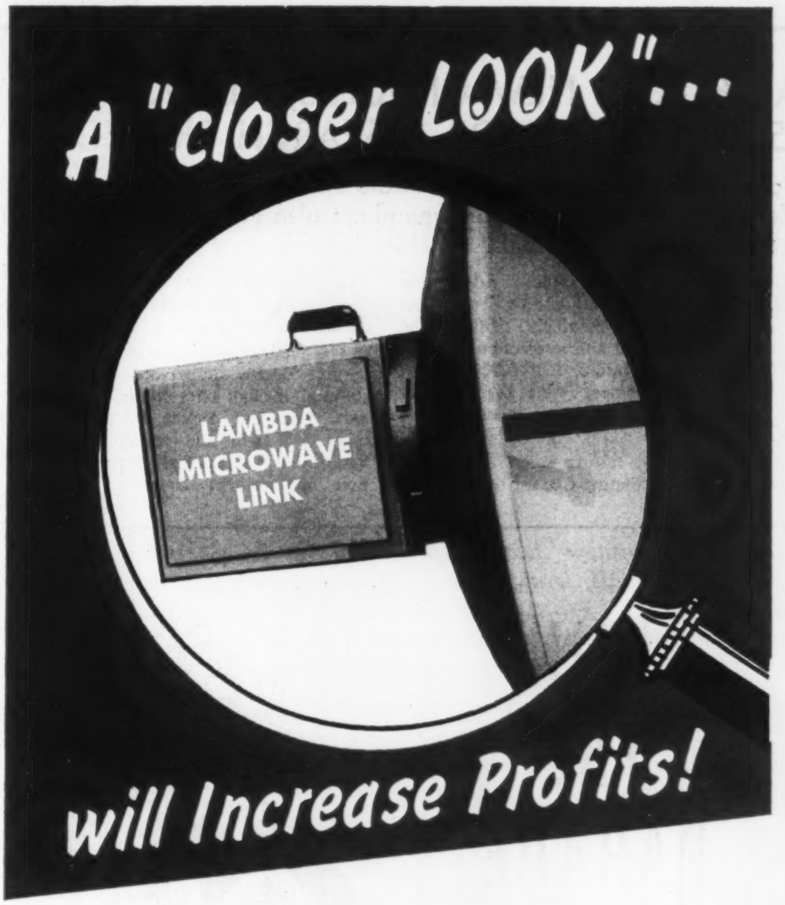
ASSOCIATION of Fred J. Eden Jr. and Robert N. Green with Welch, Mott & Morgan, Washington, D. C., radio law firm, was announced last week.

Mr. Eden was an assistant auditor for the U. S. District Court for the District of Columbia. He has degrees from three Washington universities: American U. (B.A.), Catholic U. (M.A.) and Georgetown U. (LL.B.), the last in 1955. During World War II he served as a pilot with the U. S. Army Air Corp.

MR. EDEN

MR. GREEN

Mr. Green received an A.B. degree from Columbia U. and an LL.B. degree from Harvard Law School (1950). He worked as an attorney with the Veterans Administration and the Office of Salary Stabilization, and for the last two years has served as a consultant to various communication law firms. During World War II, Mr. Green served with the U. S. Navy.



Performance! Quality! Low Cost!

Now! Management and Engineers are looking to quality, cost, and performance to do the job. At Lambda-Pacific "quality and performance at a low cost is our product!"

THESE FEATURES DESERVE YOUR "CLOSER LOOK!"

- HIGHEST POWER!
  1 Watt
- LOWEST COST!
  $8500.00
- LOWEST COST OPTIONS!
  Audio sound diplexing
  Tunable wave meters
  Full frequency range
- EASY OPERATION!
  Proven circuitry
  Standard industry auxiliary equipment
- COLOR NTSC or FIELD SEQUENTIAL

Write today for the Lambda story . . . .
Our VISUAL ELECTRONICS representatives in your area will be happy to discuss your microwave requirements with you.

Lambda Pacific

LAMBDA-PACIFIC ENGINEERING INC.

P. O. Box 70
Van Nuys, California

State 6-1801
Stanley 7-0779

RAB ELECTS NEW OFFICERS, ALLOCATES $45,000 FOR 'MAJOR RESEARCH PROJECT'

John F. Hardesty will become Radio Advertising Bureau vice president Jan. 1. Six new board members also elected at membership, board meetings.

PLANS for concentrating Radio Advertising Bureau's sales and promotion firepower, election of six new board members, confirmation of a new vice president and re-election of present officers, and allocation of $45,000 toward "a major research project" were highlights of RAB membership and board meetings last week.

John F. Hardesty, eastern sales manager of Westinghouse Broadcasting Co. for the past two years and before that director of local promotion for RAB, was named RAB vice president effective Jan. 1 [CLOSED CIRCUIT, Dec. 5].

The board also approved a plan for extending RAB's "in-person" service to member stations through sales clinics and sales committees. President Kevin B. Sweeney reported that RAB will add to its 100 sales clinics a series of six regional meetings for radio station management and that the number of cities in which sales clinics are planned for 1956 has been increased from 63 to 75.

Mr. Sweeney also projected RAB's 1956 income on a $750,000 annual basis. Sharp increases were foreseen after the first three months of the year, when increased dues of network, station, and representation firm members will be reflected.

The six new members elected to the board at the annual membership meeting—which, like the board meeting, was held Tuesday at New York's Waldorf-Astoria Hotel—are Edward Breen, KVFD Fort Dodge, Iowa; Frank P. Fogarty, WOW Omaha; Robert T. Mason, WMRN Marion, Ohio; Edward Petry, Edward Petry & Co., station representation firm; Gilmore N. Nunn, WLAP Lexington, Ky., and Lee Wailes, Storer Broadcasting Co.

Officers re-elected by the board were Joseph E. Baudino, Westinghouse Broadcasting Co., chairman of the RAB board; Mr. Sweeney, president; Donald W. Thornburgh, WCAU Philadelphia, treasurer; William McGrath, WHDH Boston, secretary; William L. Morison, RAB, assistant secretary-treasurer, and, effective Jan. 1, vice president Hardesty.

The following retiring members of the board were saluted by their colleagues for "untiring efforts in behalf of radio broadcasting": John Blair, John Blair & Co., station representative; Edgar Kobak, consultant and owner of WTWA Thomson, Ga.; Ralph McElroy, KWWL Waterloo, Iowa; William B. Quarton, WMT Cedar Rapids, Iowa; Frank P. Schreiber, WGN Chicago, and George B. Storer, Storer Broadcasting Co.

Exact nature of the research project toward which $45,000 was appropriated, officials said, will be decided within a few weeks. Several projects are being considered. The final decision may involve a single study or "two or three" which, individually, are lesser ones. Decision is expected to be reached in time for work to commence within 60 days. In addition, the board approved management's plans to earmark other funds for "major research" during 1956. President Sweeney pointed out that RAB plans to concentrate its fire on a sharply limited group of advertisers during the coming year, in both the national and the locals fields.

Among national advertisers, principal targets for RAB presentations and promotion are the soap-detergent, food, cigarette, automotive, drug, major appliance, and brewery fields. Extensive trade paper advertising and mailing series will be used to reach advertisers in these categories at the national level with teams of RAB executives calling upon them with specially prepared presentations and specific ideas while, at the local level, stations will undertake to influence the field organizations of these advertisers.

MR. HARDESTY

In the retail advertising field RAB and its 800 members stations plan to concentrate on eight types of accounts which Mr. Sweeney said "should represent about three-quarters of the total potential for stations in their markets." These eight are appliance stores, auto dealers, supermarkets, furniture-appliances, clothing stores, drug stores, amusements, banks and savings and loan.

Mr. Hardesty, returning to RAB as vice president, was commended both by President Sweeney and by the organization he is leaving to accept the post. WBC President Donald H. McGannon said that "WBC sincerely regrets

JOIN THE PARADE TO WGN-TV!

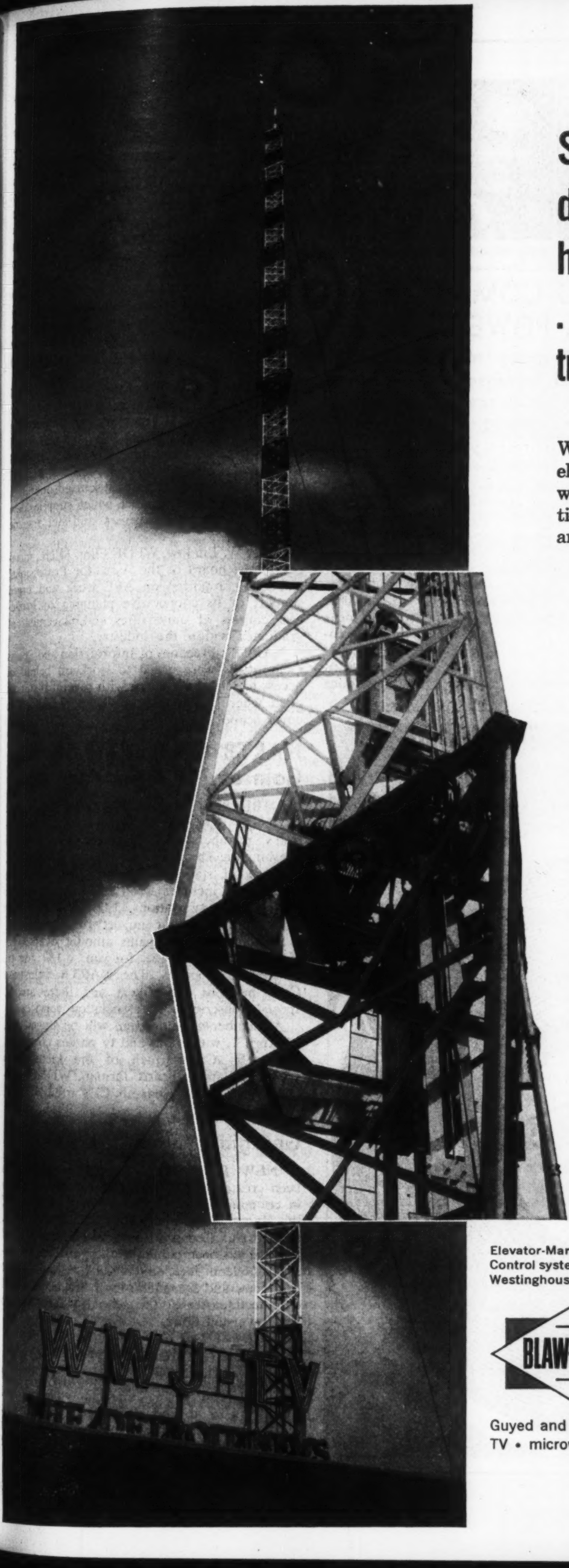
You're in the best of company when you place your advertising on WGN-TV in Chicago.

Twenty-one national advertisers are **sponsoring programs** . . . thirty-three local and regional advertisers are **sponsoring programs** on WGN-TV—a total of 54 program advertisers who know WGN-TV is the best buy in Chicago (both in audience and cost).

Join the parade to WGN-TV—ask your WGN-TV salesman for details.

441 N. Michigan Avenue
Chicago 11, Illinois

WGN-TV
Chicago 9



Special TV Tower designed by BLAW-KNOX houses automatic elevator

. . . for easy servicing of antenna • transmission lines • and lights

When WWJ-TV, Detroit, wanted an automatic elevator in their new tower, Blaw-Knox went to work on the design of the tower . . . in close cooperation with the manufacturers of both the elevator and the control system.

The result is this tremendous triangular tower . . . 14 feet on each side, 1063 feet high and weighing 265 tons . . . with special structural features to rigidly support both the 102 foot antenna and the automatic elevator.

Ready accessibility to any part of the tower up to the 980 foot level is provided by special design, completely enclosed automatic elevator. It can be stopped by the operator at any level by means of low frequency inductive carrier control. In addition an auxiliary pushbutton station, located at the lower landing, permits manual control at that point. The two controls are interlocked so that only one can be operated at a time. A telephone provides ground-to-car communication.

The advanced design and fabrication of this tower for WWJ-TV typifies the kind of service which Blaw-Knox offers you . . . to meet *your* specific requirements.

For more complete information on all types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Elevator-Marshall Elevator Company, Pittsburgh, Pa.
Control system—Union Switch & Signal Division of Westinghouse Air Brake Company, Wilmerding, Pa.

BLAW-KNOX **ANTENNA TOWERS**

Guyed and self-supporting — for AM • FM
TV • microwave • communications • radar

MR. MASON

MR. WAILES

MR. NUNN

MR. PETRY

MR. FOGARTY

MR. BREEN

losing Jack Hardesty, but we know his drive and great efforts will enhance the future of radio broadcasting through his contributions to RAB. We wish him well in his new responsibility."

Mr. Sweeney said: "Our activities are multiplying and our budget is expanding considerably over the next few years. These facts make it doubly fortunate that Jack Hardesty is rejoining us. He is completely familiar with all phases of our operation and enjoys an excellent reputation for his ability to get things done."

Two NARTB Committees Meet

TWO NARTB committees will meet this week—sports and viewer reactions groups. The Sports Committee meets tomorrow (Tuesday) at the Waldorf-Astoria Hotel, New York. George J. Higgins, KMBC-AM-TV Kansas City, will preside as chairman. The Committee on Viewer Reactions meets Friday at NARTB Washington headquarters. It is a special group formed last summer, at board direction, "to implement proposals for national study of viewer attitudes toward television."

RADIO COMMITTEE SEEKS POWER BOOST

NARTB group moves toward general increase for all am stations and recommends separation of radio week from television next year.

FIRST steps looking toward a blanket across-the-board power increase for am broadcast stations were taken Tuesday at a meeting of the NARTB Am Committee, held in Washington.

The committee asked NARTB management to send all NARTB Radio Board members a statement of reasons for and against a blanket power increase. Directors would be asked to come to the next board meeting in February prepared to state their ideas on the plan as well as ideas of stations in their areas or groups they represent.

Cost of converting to increased power, added operating costs and reaction of other nations are topics for consideration.

Radio members of NARTB, through the committee, want NARTB's combined boards to adopt their plan for a separate radio celebration of National Radio & Television Week next year. Having started the custom a decade ago, the am broadcasters said they preferred their own week to a joint radio-tv promotion.

At its Tuesday meeting the Am Committee recalled that a similar proposal was made a year ago but nothing came of it because plans of manufacturers, distributors and dealers were too far advanced.

Current progress in development of tv survey techniques were reviewed at the meeting by President Harold E. Fellows. The committee asked that NARTB's Radio Board review the tv studies in February to see if they could be adapted to radio.

NARTB's proposal to ask FCC to extend remote control operation to directional stations was explained by A. Prose Walker, engineering manager. He said over 700 stations would benefit by this extension. He reviewed band width and spurious emission studies. Richard Allerton, research manager, discussed operation of NARTB's research panel, which supplies data on trends, revenue, expenses and net income of stations.

Lester W. Lindow, WFDF Flint, Mich., member of the board of the Assn. for Professional Education, reported on APE work and urged support of its cooperative planning of broadcast courses at universities and placement of graduates within the industry.

NARTB's Freedom of Information and Sports Committees were urged to work on behalf of access to school activities, with several instances cited where radio had not been permitted to cover school events.

NARTB Membership Shows Gain of 160 Over Year Ago

MEMBERSHIP of NARTB totals 1,999, a gain of 160 or 10.4% over a year ago, the association's membership committee was told in Washington Thursday by William K. Treynor, manager of station relations. The figure, as of Nov. 15, includes 1,260 am stations, 326 fm stations, 278 tv stations, 127 associates, four tv networks and four am networks.

Broken down, the gains amount over a 12-month period to 11% for am, 6.1% for tv, 9.5% for associates. The NARTB Television Code has 261 subscribers and there are 32 special subscribers to association services.

A membership campaign will be staged Jan. 15-April 1, with radio and tv phases conducted separately. Co-chairmen of the membership committee are J. Frank Jarman, WDNC Durham, N. C., and Kenneth L. Carter, WAAM (TV) Baltimore.

Georgians Name Shackelford

A NEW POSITION, secretary-manager, has been created by Georgia Assn. of Broadcasters in cooperation with Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia. Leonard Ross Shackelford, WGAU Athens, has been named to the position, according to Glenn Jackson, WAGA Atlanta, GAB president, and Dean Drewry. Mr. Shackelford will headquarter at the school where he also will have staff duties.

ANA Sets Meet March 14-16

ASSN. of National Advertisers has announced that its 1956 spring meeting will be held March 14-16 at The Homestead, Hot Spring, Va. Appointment of annual meeting's program chairman will be made at next meeting of ANA's board of directors.

fanfare:

0:03

Thumbs Up USA

Karl King

over 8500

bridges, moods and themes are yours to select from in the SESAC Transcribed Library.

Production music for every type of sponsor, for every type of AM-TV program, for every type of musical taste.

The SESAC Transcribed Library is the lowest in cost for balanced programming, featuring "the best music in America."

sesac inc.
475 FIFTH AVE. NEW YORK 17

ROSY FUTURE PORTRAYED FOR TIMEBUYER, SALESMAN

RTES seminar hears Silvernail and Renault praise the status of broadcast advertising.

ADVERTISING growth and expansion of broadcast media assure a continued "future" for the agency timebuyer and the station salesman, the Radio & Television Executives Society's timebuying and selling seminar was told in New York last Tuesday.

The timebuyers' field was appraised by Frank Silvernail, manager of station relations, BBDO, New York, and that of the time salesman by Michael Renault, general manager of WABC New York.

Agreement was reached on the health of the broadcast advertising business, with these points emphasized:

- Radio is returning in strength. Mr. Renault said he thought tv viewers will turn more and more to radio as they become selective with video programming, and WABC in 1955 will have its best year in any recent period. Mr. Silvernail said it was his belief that tv would level off, with radio "going up again when people realize what they are passing up." He also stressed that the number of auto radios alone about equals the number of tv sets.
- The future in either field is up to the individual, what he puts into his work, learns, puts to use, etc.

Noting also Standard & Poor's "Industry Surveys Look at Advertising," which saw expenditures over the years increase at a rate faster than that of the general economy [B•T, Dec. 5], Mr. Silvernail said that the media figures presented in the surveys were conservative. Mr. Silvernail estimated that over the 1946-55 period, national advertising expenditures went up more than 110%, while broadcast advertising in that period went up a "staggering" 168%. Mr. Renault emphasized that the sales department is the "pulse" of a station. He said: "Basically, the requirements for a salesman in radio or tv are those for a good salesman in any field. He must have a pleasant personality, a calculated aggressiveness, an agreeable persuasiveness and the ability to sell goods.

Last Tuesday's seminar, moderated by Robert Collins, director of client relations, Pulse Inc., New York, completed the first series of eight presented this season. A second series is planned to start Jan. 17.

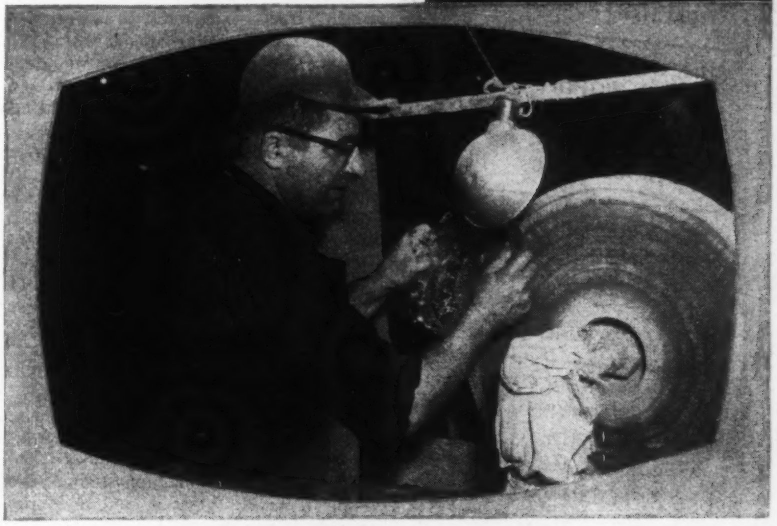
TvB Adds 16 New Members, Boosts Revenue to $600,000

SIGNING of 16 new members to Television Bureau of Advertising, increasing TvB's revenues to an annual rate of more than $600,000, was announced last week by Vice President Norman E. (Pete) Cash.

The new members consist of 15 stations and one station representation firm, bringing TvB's membership to 178, of which 167 are stations. New station representative member is George P. Hollingbery Co. New station members are KKTV (TV) Colorado Springs, Colo.; KLEW-TV Lewiston, Idaho; KOAT-TV Albuquerque; KOMU-TV Columbia, Mo.; KOVR (TV) Stockton, Calif.; KSLA (TV) Shreveport, La.; KTVW (TV) Seattle-Tacoma; WBRZ (TV) Baton Rouge, La.; WCTV (TV) Thomasville, Ga.; WDEF-TV Chattanooga, Tenn.; WHIO-TV Dayton, Ohio; WINT (TV) Waterloo (Fort Wayne), Ind.; WNDU-TV South Bend, Ind.; WSB-TV Atlanta, and WSFA-TV Montgomery, Ala.

GLASS...

The glass industry, employing thousands of skilled workers, is one of the most important industries in the Wheeling-Steubenville market. Among the outstanding companies are The Fostoria Glass Company, the largest manufacturer of handmade glassware in the country; The Imperial Glass Corporation, whose products are sold all over North America and in several foreign countries; The Hazel-Atlas Glass Company, with 10 plants and 27 sales offices throughout the United States.



Glass is but one of many important industries in the Wheeling-Steubenville market. Others include Steel, Tobacco, Textiles, Plastics. All of these industries have recognized the great industrial potential of the rich Ruhr Valley of America—rich in natural resources, centrally located, and rapidly becoming one of the great industrial areas of America.

The Wheeling-Steubenville market is a healthy market from all standpoints. It is a full-fledged industrial market in its own right, growing at a faster rate than the national average. Current figures show 416,210 families, 1,409,300 people, with a combined spendable income of $1,973,985,000—an average of $4,742.

The best way to reach this thriving market at the lowest cost is to use the dominant medium—WTRF-TV, Wheeling. The eyes of the valley are focused on WTRF-TV, the prime source of entertainment and, consequently, the strongest advertising medium. In every acceptable method of audience measurement, WTRF-TV has far outdistanced the competition. Current Telepulse figures show

13 of the top 15 weekly shows are on WTRF-TV!

10 of the top 10 multi-weekly shows are on WTRF-TV!

Seven days a week, from 12 Noon to 12 Midnight, WTRF-TV dominates with an average 52.16 share of audience!

WTRF-TV is BIG in POWER, blanketing the upper Ohio Valley with 316,000 watts. WTRF-TV is BIG in PROMOTION, with FOUR important FIRST PRIZES in *nationwide* competition!

For any campaign aimed at the growing industrial Wheeling-Steubenville market—choose WTRF-TV—the dominant medium in the rich Ruhr Valley of America!

WTRF-TV

NBC

For availabilities, call Hollingbery or Bob Ferguson, VP and GM or Needham Smith, SM Wheeling 1177.

WTRF TV

Equipped for network color

channel 7

WHEELING 7, WEST VIRGINIA

K-JOE SELLS FOR THESE FOLKS WHY NOT YOU?

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CANADA DRY
KLEENEX
RINSO
RALSTON-PURINA

LINCOLN-MERCURY
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OLD GOLD
LIFE MAGAZINE
COCA-COLA

TENDERLEAF TEA
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U.S. ROYAL
LANCE PRODUCTS
AUSTEX CHILI

SEARS ROEBUCK
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS

CASS
MILLER
LAFAYETTE
COLUMBIA
MARION
CLAIBORNE
HARRISON
K-JOE
SHREVEPORT
WEBSTER
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2.0mv
0.1mv

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

BASEBALL'S FRICK SAYS JUSTICE DEPT. RENEGED ON 'TEST CASE' FOR RADIO-TV

Major leagues, at Chicago meeting, spurn minors' proposal for broadcast restriction. Special fact-finding survey released. It shows broadcasting medium isn't prime cause of declining gates.

ORGANIZED baseball's efforts to provide a "test case" for future radio-tv limitations have run into a snag. Baseball Comr. Ford Frick revealed last week that the Justice Dept. had backed down on an earlier agreement to go along with the plan.

During their annual meeting in Chicago, the major leagues also turned down a minor league proposal for broadcast restrictions and heard a report on a fact-finding survey on baseball which largely exonerated broadcast media as the cause of declining attendance.

Mr. Frick said that the "rug was pulled out from under us" by the Justice Dept. and there was no chance that the majors would take any action on radio-tv restrictions until a better plan is offered. He said baseball had suggested a "reasonable and fair" rule designed to clear the air on radio-tv broadcasting. He declined to identify his Justice Dept. contact but stressed he had no "gripes" against the govenment body. He intimated little prospect that organized baseball would offer any substitute plan in the near future, or that pay-as-you-see tv would provide any immediate solution.

The baseball survey was designed, not to find out 'What's Wrong (or Right) with Baseball?" but to "gather facts and information which would be of significant use to baseball executives as they formulate plans and policies for the future." It comprised a number of polls with 20,000 interviews among fans and non-fans alike —and including sports writers, announcers and others. It was prepared by Stephen Fitzgerald & Co. according to "technical research techniques" and submitted to Comr. Frick and the major leagues.

The report claims the consensus was that "baseball might promptly formulate a very definite policy for fair and better organization of its television activities even though such action would involve certain calculated legal risks that might have to be resolved in the courts."

Baseball is more popular than ever, but there are "soft spots at the gate, especially in the minor leagues," the summary points out. The sport has grown proportionately higher than the U. S. population, but its "share of the entertainment dollar . . . has decreased." Horse and dog racing get the largest proportion; $243 million of an estimated $10 billion. Parlor billiards and bowling account for $67 million compared to $55 million for professional baseball, while participating sports "constitute real competition for spectator sports".

"Baseball's attendance problem, therefore, should be concentrated on some method of translating high controversial and reader interest into box office dollars," the report stresses.

According to the survey, of which preliminary findings were released this past summer, 75% of those interviewed felt radio-tv coverage has "increased general baseball interest." It cited a "definite feeling that the telecasting of major league baseball games into minor league territory was harmful to minor league attendance." The report continued:

"However, the statistics do not indicate that it is the telecasting of baseball alone which is the cause of the minor league problem. Of more importance perhaps is the fact that television as an entertainment medium has proved to be real competition to baseball as have other entertainment media."

The report claimed that 37% of those interviewed indicated they would pay a "reasonable sum" (25 to 50 cents) for pay-as-you-see tv "if it was felt such a plan was necessary to keep baseball operating."

Asked about this phase of the report, Mr. Frick shrugged and said, "it's not here yet, is it?" Toll tv was explored by National League executives during the three-day major league parley at the Palmer House in Chicago.

Mr. Frick also noted, in response to a question, that major league clubs negotiate their own radio-tv contracts. He stressed that organized baseball was prepared to seek a solution to the radio-tv problem because of the minors' plight and tv's entertainment factor. Minor league relations were described in the survey summary as the biggest problem of majors.

Among other suggestions in the study for the betterment of baseball, only 34% favored less tv coverage while 56% suggested a "definite radio-television policy."

The radio-television trade press was not invited to the news conference called by Mr. Frick Monday when he "revealed" organized baseball's plan designed to lay "ground rules" for future relations with radio and tv.

Once the rules were adopted and taken to court by baseball, the Justice Dept. was represented by Mr. Frick as prepared to sue organized baseball for an injunction to set them aside. Whoever lost the case would appeal it to the U. S. Supreme Court. Mr. Frick said he felt this would set up "ground rules" for the radio-tv issue and eliminate suits by broadcasters while the injunction was pending.

"As it is now without a clear-cut decision in the matter, we are vulnerable to all sorts of petty suits," Mr. Frick said. "Fifty small radio stations could sue us, and even if we won them all we could go broke winning them."

It was understood the suggested rules would have provided for limiting broadcasts and telecasts of games to a radius of 50 miles from the home team's park. Another facet, it was believed, was the recommendation of a national network "Game of the Week."

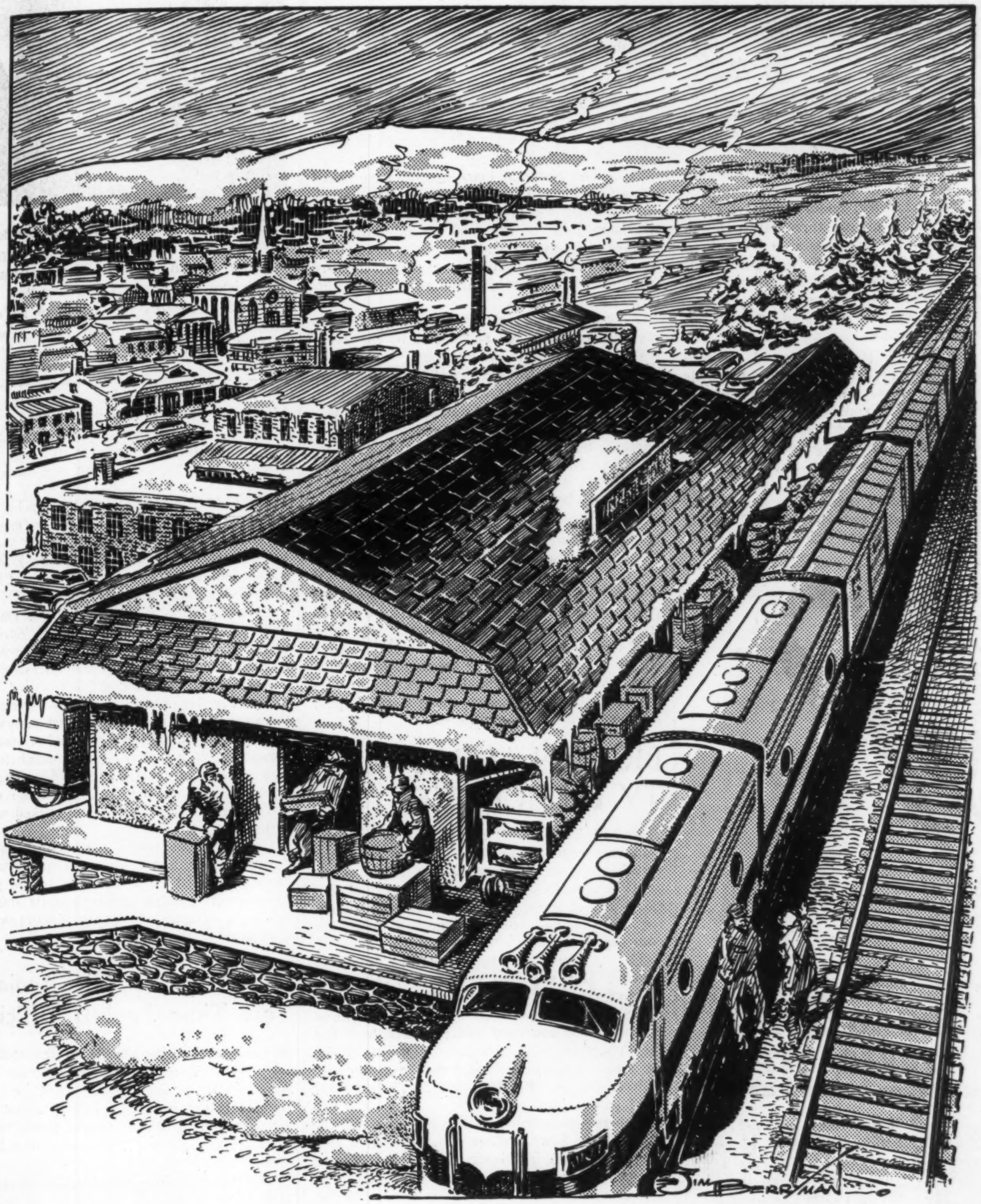
"They say you can't do this—but they won't tell you what you can do. . . . We had an idea on a test case but it just didn't work out. We'll simply have to come up with something else," Mr. Frick said.

The minor leagues already had adopted a proposal for restricting major league radio and tv coverage, as in past years, but it always has been rejected by the majors. It would forbid sponsored broadcasts from stations outside a 75-mile radius of the particular ballpark [B•T, Nov. 28.]. Restrictions (Rule 1 [d]) against radio-tv were lifted by the Justice Dept. about five years ago.

Major points at issue are the "Game of the Day" broadcasts, regional network hookups and television coverage in some instances beyond local areas. Minor leagues report as much as a 50% drop in attendance since World War II, blaming it on radio-tv coverage.

While 39% of respondents in the survey felt radio-tv coverage had decreased actual attendance, 71% believed the box office would be improved by better parking facilities and lesser percentages favored more attention to the fans' comfort, faster games, standardization of ballparks and reduction of concession prices.

SANTA'S HOLIDAY HEADQUARTERS



for the ASSOCIATION OF AMERICAN RAILROADS

TV PLAN PROPOSED BY NL DESIGNED TO AID MINORS

Offered by Dodger President O'Malley, it would feature 'Game of the Week' telecasts with proceeds to be split.

A PLAN to permit network telecasts of a "Game of the Week" without any boundary restrictions and for the financial benefit of the minor leagues was adopted by the National League and submitted to advertising representatives last week.

The proposal, originally offered by Walter O'Malley, president of the Brooklyn Dodgers, received "wholehearted endorsement" of the senior circuit at the majors' three-day parley in Chicago last week. Prospect of a $3 million melon to be divided equally between the major and minor leagues was held as an important step toward solidifying major-minor relations. The American League expressed interest but took no definite action.

The plan, which probably would go into effect in 1957 and perhaps even next year, calls for commercial sponsorship of one major league game each week. Expression of interest by prospective sponsors would result in the plan being placed on the official agenda of the major league meetings in New York next month.

Originally, it was understood, the majors were prepared to offer the plan as a means of offsetting organized baseball's proposal to the Justice Dept. for a rule to curb radio-tv broadcasts of major league games in minor league territories [see story, page 58].

Referring to the Justice Dept. phase, Mr. O'Malley said earlier that "only a confused legal situation prevented a test run of the program this year." He noted interest by "certain television promoters" who, he said, had offered as much as $3 million to handle the program.

In Chicago Warren Giles, NL president, said the proposal has "limitless possibilities." He issued this statement:

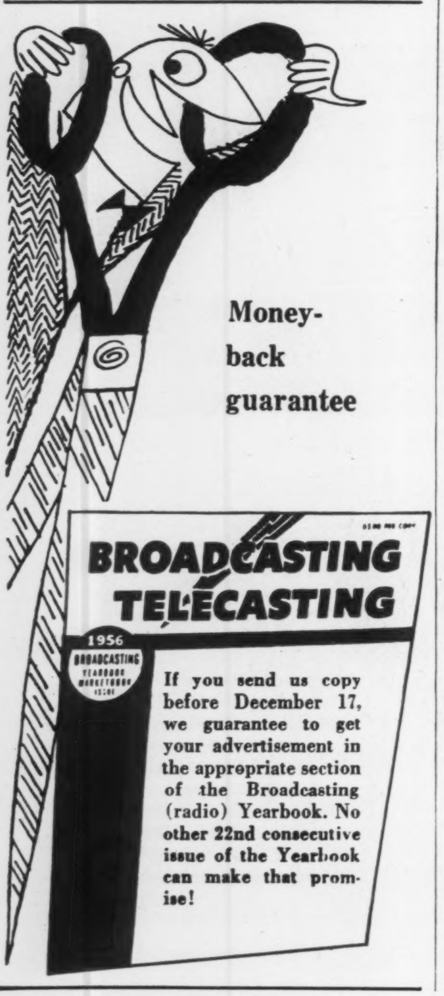
"I don't see how anyone can object to it. The plan would involve sending a top major league game over a major network once a week and the game would have big-time commercial sponsorship.

". . . The National League clubs have asked [Mr.] O'Malley to continue his efforts to work out a plan to use income from a major league television game of the week to aid the minor leagues. We are all wholeheartedly in favor of his ideas to date and all of us expressed a desire for him to continue his attempts to effect this tv game of the week."

Tv contracts negotiated by clubs for 1956 presumably would not be affected by the weekly "Game of the Week" telecasts.

A spokesman for the Brooklyn Dodgers reported last week that Mr. O'Malley has been conferring with executives of a television network to carry a proposed "game of the week" telecast, but declined to name the network. B•T learned that Mr. O'Malley had discussed this project with NBC-TV.

Although the proposal often has been suggested as a means of raising revenue to be put at the disposal of minor league clubs, the Dodger spokesman said this phase of the project has not been worked out. Both CBS-TV and ABC-TV said they had not discussed this program with Mr. O'Malley, the CBS-TV spokesman noting that the network, which this year carried its own "Game of the Day" major league telecasts under the sponsorship of Falstaff Brewing Co., through Dancer-Fitzgerald-Sample, plans to present the program again next year with the same sponsor.


Money-back guarantee

If you send us copy before December 17, we guarantee to get your advertisement in the appropriate section of the Broadcasting (radio) Yearbook. No other 22nd consecutive issue of the Yearbook can make that promise!

JOHN McDONALD (l), farm director of WSM-AM-TV Nashville, Tenn., and newly elected president of the National Assn. of Television & Radio Farm Directors [B•T, Dec. 5], receives the gavel of his office from outgoing President Frank Atwood, WTIC Hartford, Conn.

BIG TEN MULLS TV DIFFICULTIES

THE BIG TEN CONFERENCE may take the lead in a move to resolve "some of the pressures" built up this past season as the result of tv blackouts on "sellout" games and because of a confusing district demarcation policy for Iowa under NCAA's football television controls.

The conference's tv committee met in Chicago last week to review NCAA's 1955 national-regional program and problems that arose during the past fall. Conference athletic directors also convened and proposed that, for the "purposes of a television plan in 1956," the state of Iowa be considered "overlapping" with respect to Big Ten and Big Seven televised games.

Nub of the problem is the fact that NCAA placed Iowa State College in its District 5 and the U. of Iowa in District 4, thus bringing tv and geographical factors into conflict, inasmuch as the state of Iowa is in the Big Seven District 5 area.

Specifically, this conflict resulted in protests from WMT-TV Cedar Rapids over NCAA's attempt to black out all of Iowa on the Wisconsin-Illinois game over CBS Nov. 12 and its refusal to permit Iowa stations other than WMT-TV to carry the Notre Dame-Iowa U. contest Nov. 19. Earlier KRNT-TV Des Moines found itself in the middle of the geographical hassle because it carried the Iowa U.-Minnesota game in defiance of NCAA and in responce to public demand [B•T, Nov. 21, 14].

Similar situations arose in the case of the Michigan State-Illinois clash, the blackout of which was protested by WJIM-TV Lansing, Mich., and in another involving public sentiment for tv coverage of the major Ohio State-U. of Michigan contest the closing Saturday. In the case of the Big Ten's Iowa Hawkeyes, it was pointed out, there is widespread interest throughout the state in the team.

In such instances the Big Ten is known to feel there should be some "safety valves" for easing the pressures. The "sellout" provisions of NCAA failed to prove adequate, particularly where the state's university is involved.

The Big Ten Conference was expected over the weekend to otherwise express general satisfaction with the national-regional tv concept of the 1955 NCAA plan, under which five Big Ten games were carried over CBS-TV. Conference Comr. Kenneth (Tug) Wilson is on record as feeling the 1955 plan worked satisfactorily.

Committee members also studied a plan to reimburse the home team for any actual expenses incurred in a telecast. In the past tv proceeds have been divided equally among all conference teams, but this practice may be altered next year.

NCAA Policy Hit Again, This Time by ND Official

NCAA's refusal to accede to the request by Iowa Gov. Leo Hoegh for telecasts of the Notre Dame-Iowa football game on several stations in that state Nov. 19 is typical of "an arbitrary and artificial control policy" by that association, a Notre Dame executive has asserted.

The Rev. Edmund Joyce, executive vice president of the university, described the NCAA tv policy as "reactionary . . . based upon the attempt to preserve a 'status quo' of stadium attendance against the supposed inroads of a new and marvelous invention." Father Joyce noted that no other games were played in Iowa that Saturday and "the citizens felt it was a ridiculous situation that they should be prevented from seeing their state university in action." He explained his views in the Notre Dame *Scholastic* magazine published Dec. 3.

SYLVANIA JUDGES LAUD TV INDUSTRY AS WHOLE

THE JUDGES who picked the winners of the 1955 Sylvania Television Awards [B•T, Dec. 5] found "a great quality improvement in scripts, in acting, and in the total concept of television as an important social force in American civilization."

In their annual appraisal of tv, released yesterday (Sunday), the judges said: "We applaud the industry for the vigorous and sincere manner in which it is moving out of the cradle and proving its versatility."

Two areas in which the committee found disappointment, however, were serious music and comedy shows. "No real or sustained attempt has been made to find a way to do good music with the exception of one or two operas," the report said. "Firestone [*Firestone Hour*] is the only earnest program attempt to present serious music. All this is in contrast to radio which offers a full 24 hours of good music every day and continues to bring to the listening audience such important events as the Metropolitan Opera, the New York Philharmonic, and many other fine performances by first-rate artists."

On the credit side, the report said:

"This year there was such a burst of good talent, much of it yet unrecognized, that our job of selection was more difficult than ever before. In a broad sense, the total creative output has shown great improvement. In the field of television scripts we find that dialogue is more direct, situations less hackneyed.

"The networks have shown courage in producing costly shows at great financial risk with little assurance of material reward. These colossals have been done with amazing attention to detail and on the whole were successful in producing programs that did a cultural job. There were some failures, but these setbacks did not stop the networks from continuing their magnificent experiments. . . .

"In the category of children's shows, we felt encouraged with the many improvements in program content and production. There were many more acceptable children's shows this year than last. Also, we find it heartening to see more educational topics woven into entertaining vehicles that hold the interest of the younger set.

Illinois Honors Sarnoff For WNBQ (TV) Color Plans

A CITATION lauding Brig. Gen. David Sarnoff for choosing WNBQ (TV) Chicago as the first all-color television station in the world was presented by Gov. William Stratton for the state of Illinois last Wednesday.

RCA President Frank Folsom accepted the executive citation for Gen. Sarnoff while in Chicago to address a luncheon of 500 RCA suppliers at the Merchants & Mfrs. Club. [See separate story, page 85.] It commended the RCA board chairman for his "tremendous contribution" to the "economy of Illinois and to the better living of all the citizens of the state," and noted his "inspiring influence on the electronics industry, on the people of Illinois and on our entire national life."

WNBQ plans to convert its present black and white equipment to color by April 15, 1956. Gen. Sarnoff announced the selection of the NBC o&o Chicago outlet in a historic two-way closed circuit color tv news conference last month [B•T, Nov. 7].

SUNDAYS, MONDAYS and ALL WAYS

WOLF

has a lion's share of audience

SUNDAYS (daytime)	32.6%	1st PLACE
MONDAY thru SATURDAY	WOLF Share of Audience	
Mornings 8 A.M.-12 Noon	16.9%	2nd PLACE
Afternoons 12 Noon-6 P.M.	33.3%	1st PLACE
Evenings 6 P.M.-10:30 P.M.	29.7%	1st PLACE

everywhere you go . . .

MONDAY thru FRIDAY 9 A.M. to 5 P.M.

Barber Shops	50% (tie)	1st PLACE
Beauty Shops	31%	1st PLACE
Cleaners	23.1%	2nd PLACE
Dentists	24.6%	1st PLACE
Drug Stores	36.4%	1st PLACE
Grocery Stores	47.3%	1st PLACE
Service Stations	51%	1st PLACE

RATING for RATING

RATE for RATE

in CENTRAL NEW YORK it's

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours, also new (October 1955) Business Establishments Survey. Included are the basic market facts on pupulation, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of The Syracuse Inside Story.

WOLF

SYRACUSE, N. Y.

National Sales Representatives

THE WALKER COMPANY

SARNOFF NEW NBC PRESIDENT; WEAVER TAKES BOARD CHAIR

Robert W. Sarnoff steps into network's top executive job as Sylvester L. Weaver moves up. Brig. Gen. David Sarnoff, former chairman of the board of the network, gives up post but will be active in NBC affairs. Announcements follow, by three days, second anniversary of 'Pat and Bob' team's accession to NBC executive posts.

ROBERT W. SARNOFF last week was advanced from executive vice president to president of NBC. Sylvester L. (Pat) Weaver Jr. was moved up from president to chairman of the network's board.

Brig. Gen. David Sarnoff, who has been chairman of the board of NBC as well as RCA, relinquishes his NBC chairmanship but "will continue my active interest in the affairs of the NBC." Gen. Sarnoff also continues to be a director of NBC.

The changes were announced Wednesday, three days after the second anniversary of the election of "the team" of "Pat and Bob" to the NBC presidency and executive vice presidency, respectively.

Gen. Sarnoff made the announcement. Speaking on the eve of the semi-annual meeting of NBC-TV affiliates (see story, page 64), Gen, Sarnoff reported the NBC board action thus:

"Two years ago this month, Pat Weaver was elected president and Bob Sarnoff was elected executive vice president of the NBC. The brilliant record of achievement of NBC during these past two years, under the direction of Pat and Bob, is well known throughout this country and abroad. My associates and I are proud of the record made by these young men.

"The beginning of the third year of their operations seemed to me a fitting time to recommend that Pat Weaver succeed me as chairman of the board of NBC. He, in turn, recommended that Bob Sarnoff succeed him as president of the company.

"Accordingly, at a meeting of the board of directors of the NBC held today (Wed.) these recommendations were acted upon and approved.

"Through my duties as chairman of the board of RCA and as a director of NBC, I will continue my active interest in the affairs of the NBC. I am confident that, under the continued leadership of Pat and Bob, NBC will achieve even greater heights of success in serving the American public and our industry."

The changes were not wholly unexpected.

MR. SARNOFF

MR. WEAVER

Reports that Mr. Weaver would vacate the presidency to become board chairman—or to take some other industry position—had circulated periodically and had been as regularly denied.

Neither in public nor in private speculation was there anything to indicate a belief that, whenever a change was made, Mr. Sarnoff would not become NBC president.

At 37, a son of Gen. Sarnoff, he has gone through eight years of progressively responsible service with NBC in programming, production, sales, and overall administration.

Mr. Sarnoff joined NBC Jan. 1, 1948, as an account executive in the sales department. In November 1948 he was named assistant to the national program director of the tv network and subsequently became television production manager and tv program sales manager.

He was named director of NBC unit productions in January 1951, with responsibility for such tv programs as *Colgate Comedy Hour, Your Show of Shows, All Star Revue* and *Kate Smith Hour.* During this same period he also supervised *NBC-TV Opera Theatre* and launched and carried to completion the *Victory at Sea* documentary series.

Elected an NBC vice president in June 1951, Mr. Sarnoff was put in charge of the new NBC film division a year later. In March 1953 this was established as one of the three principal operating divisions of NBC. In September 1953, while still in charge of the film division,

RADIO WSRS

• TOPS 'N POPS
• WONDERFUL MUSIC
• RHYTHM 'N STUFF
• CONCERT CLASSICS

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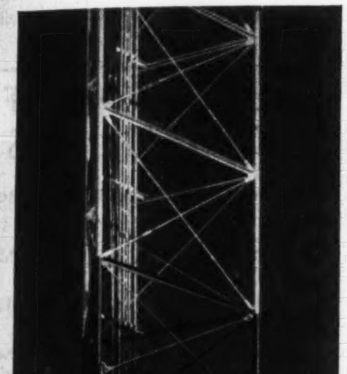
+ HEADLINES AND WEATHER REPORTS WITH TOP LOCAL AND WORLD NEWS EVERY 30 MIN.

RADIO WSRS

GREATER CLEVELAND'S NUMBER 1 STATION

John E. Pearson Co., National Representatives

KTBS-TV PUTS NEW TRUSCON 1052-FOOT GUYED TOWER IN OPERATION



KTBS-TV's 101-foot television antenna is riding high these days. It's anchored securely at the peak of their new Truscon Guyed Steel Tower—1052 feet above the ground near Shreveport, Louisiana.

This giant steel spire is typical of many hundreds of Truscon Towers now standing tall and strong all over the world... on all types of topography ... and in locations where the wind and weather are extremely severe.

On the East Coast, during the recent hurricanes, for example, *every Truscon Tower in the area remained proudly erect with no damage reported* . . . a dramatic tribute to the unmatched technical experience and craftsmanship of Truscon's team of skilled engineers.

And no matter what your requirement, Truscon's modern and efficient manufacturing facilities are geared to produce exactly the tower you need... whether it be guyed or self-supporting ... tall or small... tapered or uniform in cross-section . . . for AM, FM, TV or Microwave Transmission.

Get your tower program started by calling or writing your nearest Truscon District Sales Office or "tower headquarters" in Youngstown—today. Our experts will be glad to discuss your problems or help in any way they can.

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REPUBLIC STEEL

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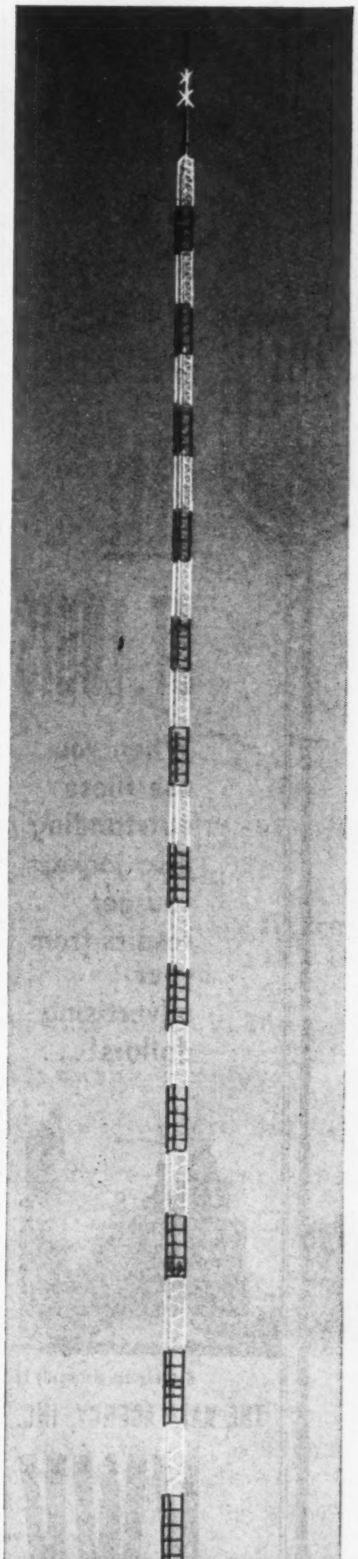
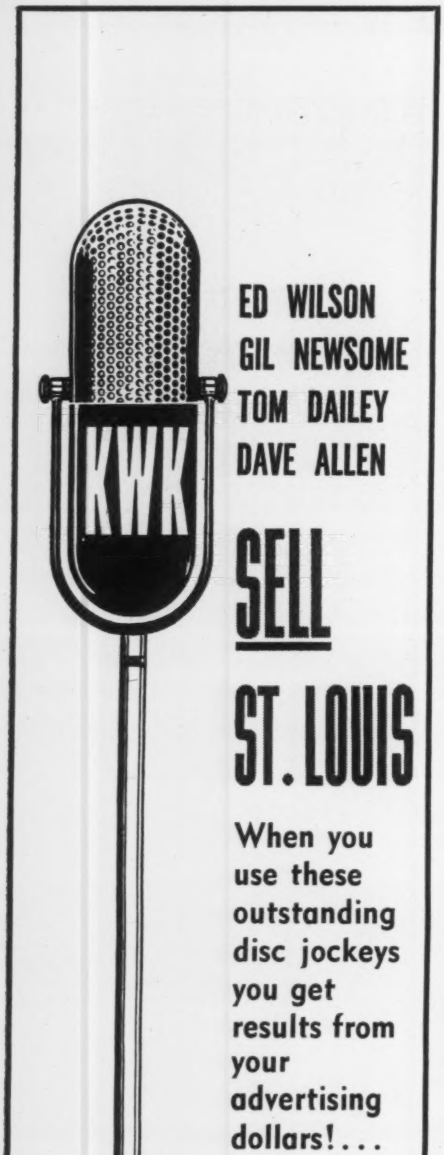


KTBS-TV—Truscon Guyed Tower 1052 Feet Tall


ED WILSON
GIL NEWSOME
TOM DAILEY
DAVE ALLEN

SELL
ST. LOUIS

When you use these outstanding disc jockeys you get results from your advertising dollars!...

Represented Nationally by
THE KATZ AGENCY, INC.

KWK

he was given additional duties as executive assistant to Mr. Weaver, then NBC board vice chairman, and in this capacity concentrated on tv network programs. He became NBC executive vice president Dec. 4, 1953, at the same time Mr. Weaver became president.

Mr. Weaver, credited with many successful innovations including *Today, Tonight, Home, Wide Wide World* and the spectaculars in programming and the "magazine" concept of selling, rose to the NBC presidency after serving as board vice chairman and, before that, as vice president in charge of radio and television.

When he joined NBC in 1949 as head of the television network he already was a veteran of 18 years in broadcasting and advertising. Before he had reached 30 he was advertising manager of the American Tobacco Co. under the famed George Washington Hill.

Mr. Weaver entered radio as a writer for Don Lee Broadcasting System's KHJ Los Angeles, and in 1934 was named program manager of the Don Lee network. A year later he moved to Young & Rubicam in New York, and in 1938 he joined American Tobacco Co. as advertising manager and member of the company's top management group.

After wartime service as head of radio operations under the Coordinator of Inter-American Affairs, first as a lieutenant in the Navy and later as producer of the *Command Performance* radio show for men overseas, Mr. Weaver rejoined American Tobacco and then, in 1947, returned to Y&R as vice president in charge of radio and tv. He left this post in 1949 to move to NBC.

Among other developments, Mr. Weaver is credited with introducing NBC's multi-million-dollar talent and show development program, which he has compared to industrial research programs designed to develop new products, and with NBC's concept of "enlightenment through exposure," integrating informational and cultural material into programs in all network time periods.

NBC-TV PROGRESS UNDER WEAVER-SARNOFF DETAILED AT CONVENTION OF AFFILIATES

Network executives tell stations that NBC-TV is closing gap between CBS-TV and NBC-TV billings, urge affiliates to develop own color tv.

EXECUTIVES representing 127 NBC-TV affiliates were given a two-year inventory of network activities and gains in a two-day semiannual convention in Chicago last week.

More than 40 executives from NBC New York headquarters—including the newly elected board chairman and president—presented the affiliates with a picture of a recent history replete with progress and a future full of color.

The affiliates met by themselves Thursday, with NBC officials in an open meeting Friday morning and with NBC officials privately Friday afternoon at the Drake Hotel. Reports were that the meetings were in general harmonious.

Walter Damm, WTMJ-TV Milwaukee, was unanimously drafted for re-election as chairman of the NBC-TV Affiliates Executive Committee for two years. The committee later adopted a resolution praising Mr. Damm for his "outstanding services in the public interest" and his "substantial contributions." The resolution pointed out the committee enjoyed the "respect and confidence" of both NBC and affiliates.

Other members of the executive committee, who signed the resolution, are Lawrence H. Rogers, WSAZ-TV Huntington, W. Va. (secretary-treasurer); Jack Harris, KPRC-TV Houston; Robert Hanna, WRGB (TV) Schenectady; W. W. Warren, KOMO-TV Seattle; Fred Mueller, WEEK-TV Peoria, Ill.; James Moore, WSLS-TV Roanoke, Va.; Gene De Young, KERO-TV Bakersfield, Calif.; Edwin Wheeler, WWJ-TV Detroit.

Robert Sarnoff Reports

In his first official appearance as newly-elected president of NBC, Robert W. Sarnoff Friday held out the great potential of advertising dollars and the lure of fast-increasing "local television revenues" in urging the network's television affiliates "to quicken the pace of your own color development."

Speaking at the Friday morning session of the NBC-TV affiliates meeting in Chicago, Mr. Sarnoff announced plans for further expansion of NBC's colorcasting schedule.

Mr. Sarnoff expressed hope, also on behalf of new NBC Board Chairman Sylvester L. (Pat) Weaver Jr., that "it will not be too long before . . . [each] one of you is converting your entire station to color, as we are doing in Chicago" with WNBQ (TV).

Among the highlights of Mr. Sarnoff's talk were these:

- NBC is preparing to colorcast "a number" of Perry Como shows this winter and spring, as well as "several" dramatic programs; will add color inserts on *Wide Wide World* and *News Caravan*, and pick up remotes from the West Coast, and, as in the past, handle the Tournament of Roses parade Jan. 2, plus two operas (in January and April).

- RCA and NBC will demonstrate color at the National Retail Dry Goods Assn.'s annual convention Jan. 11 for a whole afternoon, setting up a battery of color receivers for observation by thousands of retailers. He stressed color's value as a "merchandising tool," and said closed circuit pickups would be utilized to show how "color television can be used in retail merchandising product display and pre-selling."

Accelerated Schedule

Reviewing the network's efforts to "spur the pace of color development," as a two-pronged push also involving RCA, the new NBC chieftain noted NBC has stepped up its color-casting schedule to 40 hours monthly—"twice as much as our original estimate and five times as much as our color schedule last year." That volume will be maintained this season and supplemented.

Referring to plans for conversion of the o&o WNBQ (TV) Chicago to all color by April 1956, Mr. Sarnoff said they have "brought other set manufacturers a lot closer to the realization that color is here" and served to stimulate "a new wave of set sales activity in the area." He said 175 color receivers were purchased within two weeks of the announcement by Brig. Gen. David Sarnoff, RCA board chairman, early last month [B•T, Nov. 7].

Commenting on the forthcoming NRDGA demonstration, Mr. Sarnoff stated:

"We all know that television has just begun to scratch the surface of the tremendous market for retail advertising. We think that color will enormously increase television's ability as the principal medium for retail business." He said the WNBQ operation "is going to dramatize

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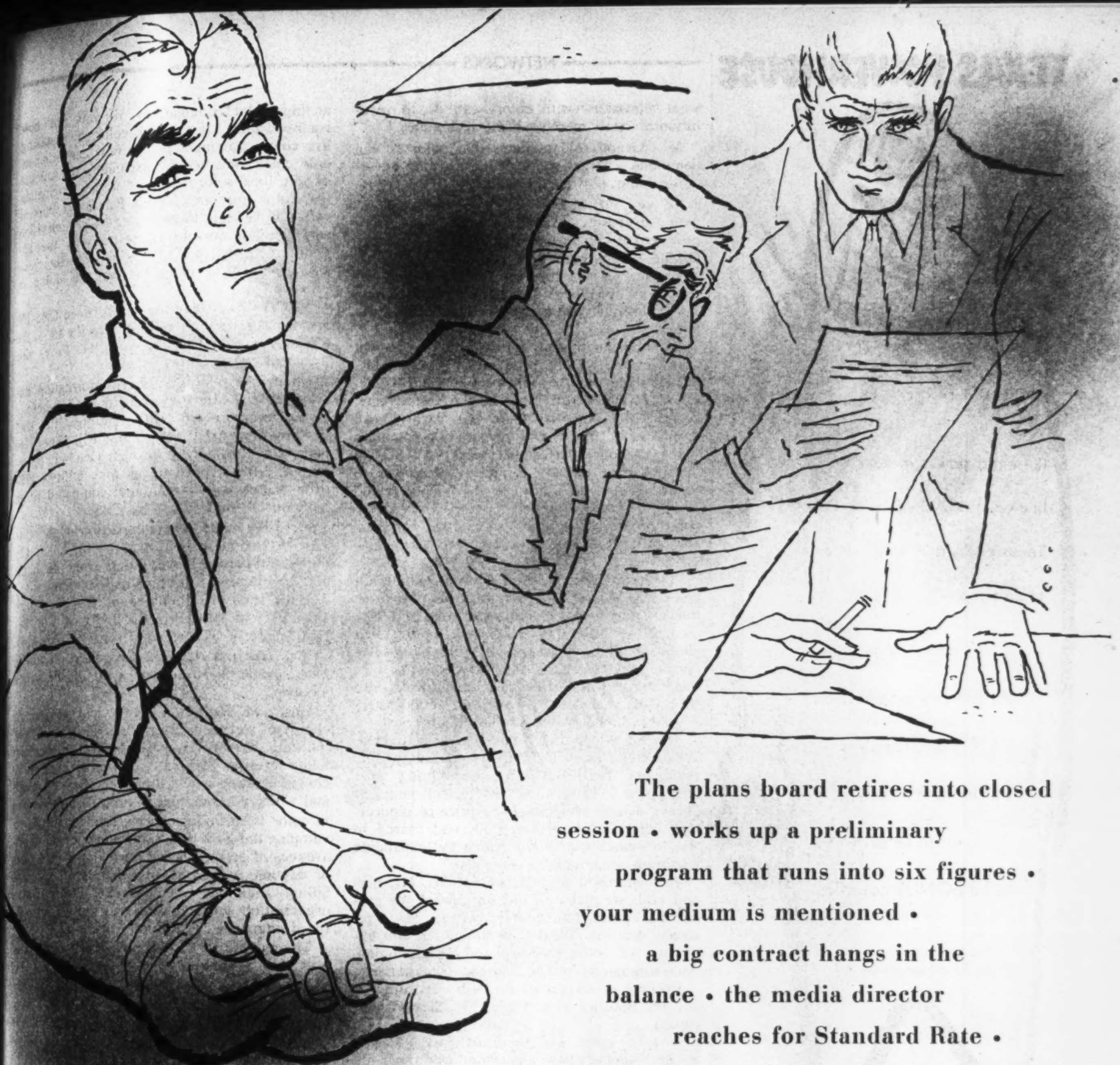


The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

you are there

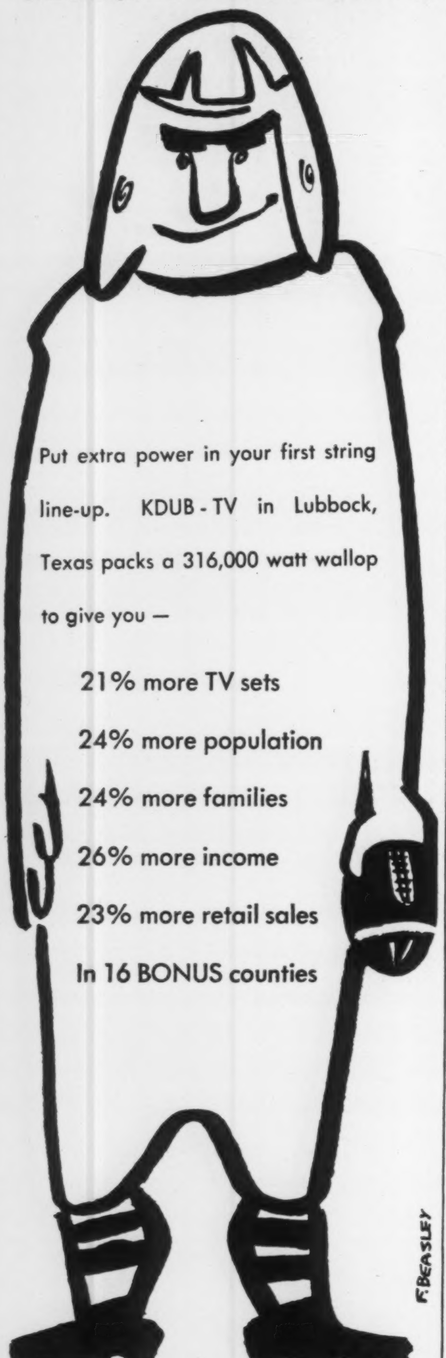
SRDS
rates and data

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

TEXAS POWERHOUSE



Put extra power in your first string line-up. KDUB-TV in Lubbock, Texas packs a 316,000 watt wallop to give you —

21% more TV sets

24% more population

24% more families

26% more income

23% more retail sales

In 16 BONUS counties

NOW 316,000 watts!

MOST POWERFUL TV IN WEST TEXAS

CBS

KDUB-TV

KDUB-AM WEST TEXAS' ONLY 24 HOUR RADIO

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

what television—with color—can do to revolutionize retail merchandising techniques."

Mr. Sarnoff told affiliates that color tv can command a larger share of the growing advertising dollar, now pegged at about 12½% for tv.

"If you take $13.5 billion as the total annual advertising expenditure 10 years from now, and if you assume that with color we can double our present percentage, you have an advertising expenditure of over $3 billion for television by 1965," Mr. Sarnoff said, adding his feeling this was more "realistic" than "fantastic."

Pointing out that all forms of television will share in the wealth produced by color, Mr. Sarnoff held out the "prospect that local television revenues will grow at the fastest rate, because the potential there has hardly been tapped," and color tv will increase that potential.

Mr. Sarnoff reported that over 100 NBC-TV affiliates have already equipped themselves to broadcast network color as a "starting point" and that 31 stations are originating live or filmed color programs, while 12 others are equipped for local live color and are increasing their schedules.

"I am confident that our action in going all-color in Chicago will encourage all of you to quicken the pace of your own color development," the NBC president said, adding that gains should be measured in terms of a stake "in the greatest wealth and service producer of the future." But costs and investments also were duly weighed by television broadcasters when black-and-white came in, he observed.

Mr. Sarnoff pointed out that development costs and investments were heavier in tv than radio, but "the rewards for the industry were also larger." He noted NBC-TV felt years of "heavy losses" as "part of the price of pioneering" before it showed a profit and shared in the "revenues and profits which the expanding television medium has generated."

The combined goals of RCA-NBC, Mr. Sarnoff said, are plain, all looking toward the production, promotion and marketing of large-screen receivers by the manufacturer and expansion of color facilities and programming, thus stimulating public demand for receivers.

Reciting opportunities for NBC, its affiliates and the industry as a whole, Mr. Sarnoff concluded:

"I hope more and more of you will join us in bringing these opportunities home—by adding color originations if you are now equipped only for network color; by installing live color equipment if you now can originate only color film; and by expanding the amount of your local color if you are already originating live color programs. Both Pat and I hope it will not be too long before color television gets another forward impetus with the announcement that one of you is converting your entire station to color, as we are doing in Chicago."

NBC-TV is closing the gap between CBS-TV and itself in the time billings race for 1955, the affiliates were told by George H. Frey, vice president of tv network sales.

On the basis of Publishers Information Bureau reports, Mr. Frey said, there has been a strong trend toward NBC's cutting CBS' lead to "less than 6%." (For latest PIB report see page 69). From July through October, he reported, NBC stepped up its time billings 39% over that spread a year ago, compared to an increase of "only 20%" by CBS.

Mr. Frey made these comparisons with 1954: (1) 1955 time billings will be up 28%; (2) hours-sold-per-week will jump from 46 hours and 30 minutes to 53 hours and 20 minutes; (3) daytime sponsored hours jumped 40% (10 to 14 hours) in Mon.-Fri. 9 a.m.-5 p.m. slot; (4) NBC share of billings rose from 39% to 42%.

Mr. Frey reported 231 advertisers in tow in 1955, including 36 new ones for the first eight months.

Harry M. Bannister, NBC vice president in charge of station relations, launched the Friday morning session. He listed 10 achievements under Messrs. Sarnoff and Weaver. They included creating new national televiewing habits and a talent development program, pioneering in color tv, introducing new sales concepts, revamping the NBC Radio Network, opening new avenues of public service, developing new types of daytime audiences, boosting NBC-TV sales billings, building a streamlined administrative organization and "building and innovating with speed unmatched in the industry."

Thomas McAvity, vice president in charge of NBC-TV, also lauded both Mr. Weaver and Mr. Sarnoff for their leadership in guiding the network along a flexible and business-like path. He reviewed the strides made by executives of four major divisions—sales, programs, production and program sales.

NBC Develops New Live Color Technique

NBC has conceived a new technical development that is said to permit the production of giant color spectaculars in small studios and make possible "a wide range of special effects" as well as economical color tv production. The technique was created by the development group of the NBC Engineering Dept.

In announcing details of the "color video inset." *Robert E. Shelby, vice president and chief engineer of NBC, said the new system will result in camera techniques heretofore unattainable in live color tv. The color video inset, he said, permits the image from one camera to be set in the image from another to form a single picture. He explained the system this way: it allows the simultaneous use of two cameras, one scanning a background scene, the other scanning the inset object, which must be placed against a black backdrop. An electronic mixing device automatically records a silhouette of the inset object, then cuts a correspondingly-shaped hole in the background and makes the insert in the background picture.

NBC spokesmen said the process was used first by the network in the Maurice Evans production of *Alice in Wonderland* on Oct. 23, as follows: In one scene, Alice seemed to shrink in size while she was on camera. This was accomplished by reducing her image as picked up by the foreground camera, while leaving the scene from the background camera unchanged. The system also has been used on *Howdy Doody* and *Dateline II*.

"The color video inset," Mr. Shelby said, "opens the way for many new effects of fancy, like those used in *Alice In Wonderland*. But more than that, it broadens the whole scope of color tv production. We can now place an actor against the background of a mountainside, a city street, or the seashore, brought in the studio live from any place we can reach with a tv camera. We can also place actors in great spectacular settings, which may be set up in miniature in the same studio or even in another studio."

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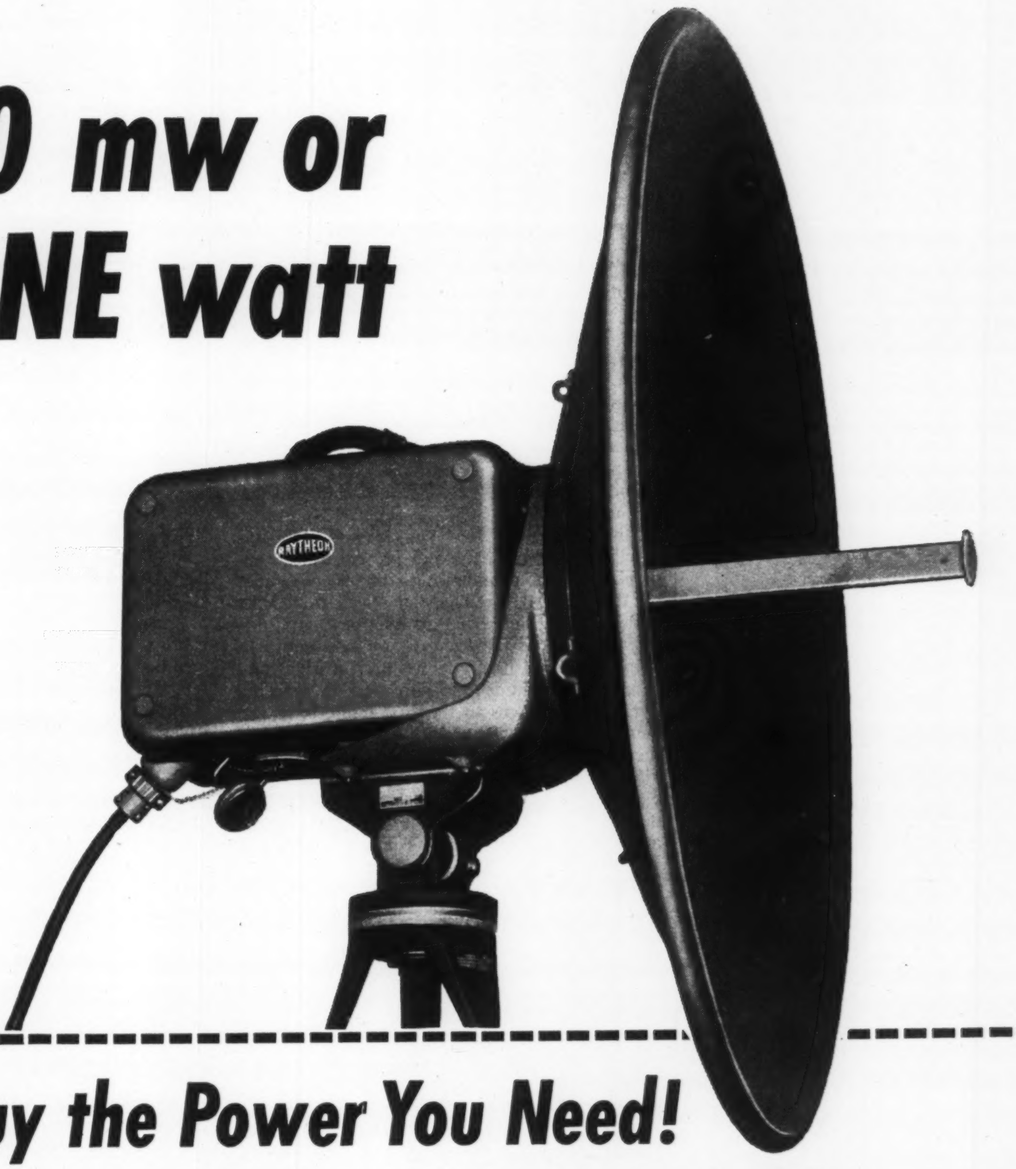
* Mr. Shelby died Thursday of heart attack (see story, page 68).

100 mw or ONE watt



Buy the Power You Need!

ONLY Raytheon TV microwave links offer you this choice

PLUS THESE FEATURES

- **Simultaneous transmission of monochrome or full NTSC color plus program audio**
- **Rugged, versatile—for portable or fixed installations**
- **Available in 6,000, 7,000, 13,000 Mc bands**
- **Uses stable, long-life klystron**

Raytheon KTR-100 series (100 mw RF output) TV microwave links provide reliable, high quality transmission of video and audio at lowest cost. When you need additional power to overcome "grazing" conditions or for longer hops, the extra 10 db power output of the KTR-1000 series (one watt RF output) meets your requirements.

Only Raytheon gives you this choice. You buy the power you actually need; and if lower power does the job, you save up to 25%.

For broadcasters and common carriers Raytheon KTR links provide outstanding service—proved by excellent performance in nearly 200 television installations.

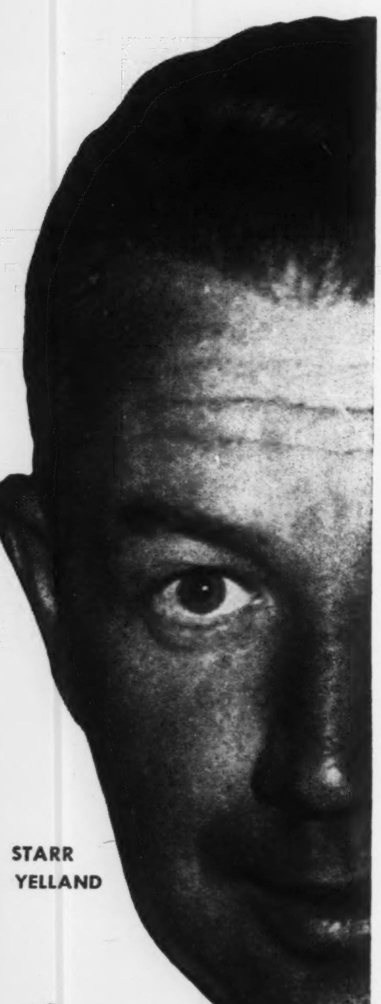
You will be interested in further information on the complete KTR series. Write Dept. 6120 for complete data.

RAYTHEON

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Department, Waltham 54, Mass.

Excellence in Electronics



Here's Your Man!

for **SELLING** afternoon Women's Audience • Sports Audience in **DENVER**

You're face to face with Starr Yelland—*sellingest* guy in Denver TV . . . his "Starr Yelland Matinee" out rates all other afternoon movies in Denver . . . "Sport Shop" is highest rated sports program . . . Most important, cases prove his salesmanship keeps counter sales rolling.

Check into it with your KATZ man.

CBS Television in Denver

KLZ TV Channel 7

Denver's Highest Powered Television Station

MUTUAL AFFILIATES SEEK NEW CONTRACT

Advisory Committee meeting in Florida also praises network for 'its forthright and courageous attitude and direction.'

IN RECOGNITION of the "demanding and competitive needs in network radio," the 14-man Mutual Affiliates Advisory Committee, meeting last week at Hollywood Beach, Fla., called upon MBS for the need of a new affiliation contract.

J. W. Betts, WFTM Maysville, Ky., elected chairman of MAAC Tuesday, reported after a closed session of the committee that the group had discussed the affiliates' contracts while stressing the importance of continuing network affiliate relationships. The affiliates group also adopted a resolution expressing confidence in the network's operational policies. It stated:

"Be it resolved that the Mutual Affiliates Advisory Committee expresses its fullest appreciation and confidence to the management of the Mutual Broadcasting System for its understanding approach to the new and different problems inherent in today's network-affiliate relationships and for its forthright and courageous attitude and direction in working out these problems to the best interests of the network and all of the affiliates; and be it further resolved that the Mutual Affiliates Advisory Committee does hereby extend its congratulations to the executive staff of MBS for its unselfish interest in behalf of the network affiliates as evidenced in the progress approach outlined in the plan of action for 1956."

The first day's session of the three-day meeting last Tuesday included talks by John B. Poor, MBS executive vice president; Richard Puff, director of research and presentations, and Robert Monroe, vice president in charge of programs.

Other officers elected at the meeting were Ray Butterfield, general manager, WLOX, Biloxi, Miss., vice chairman, and Ken Nybo, general manager, KBMY Billings, Mont., secretary.

The 14-man committee is evenly divided between metropolitan and non-metropolitan areas. The agenda for the meeting also included an exchange of ideas regarding programming sales and promotion.

Sales Report Opens CBS Radio Meeting

Two-day session in New York opens with disclosure of newly acquired business. WLAC's Sowell elected chairman of convention committee.

REPORT on CBS Radio's increased sales in daytime periods highlighted a day-long business meeting Thursday of the CBS Radio Affiliates Assn.'s board with network executives in New York. The session resumed Friday morning and ended about noon.

Included in the report to the board by John Karol, CBS Radio's vice president in charge of sales, were three recent sales representing $4 million in total gross annual billing [B•T, Dec. 5] and additional new business. The new business reportedly included: Philip Morris increasing its daytime buys in *Wendy Warren,* while adding a half segment of its *Bing Crosby Show* sponsorship at night; Pharmaco Inc. and Standard Brands purchasing into daytime serials. These contracts will go into effect in January. Also revealed was a buy by Campana, through Wallace-Ferry-Hanley, Chicago, for one quarter-hour per week on *Houseparty* and an evening purchase of two five-segments per week of the *Bing Crosby Show* by F. C. Russell Co. (storm windows), through McCann-Erickson, Cleveland, effective in February.

Most of the meeting, however, was taken up with organizational activities and network trends, such as a general review of programming. F. C. Sowell, WLAC Nashville, was elected chairman of the board's convention committee. The discussion took up question of the location of the next affiliates' convention scheduled for the fall with the board favoring New York if facilities are available.

Attending for CBS Radio were Arthur Hull Hayes, president; James M. Seward and J. Kelly Smith, administrative vice presidents; William A. Shudt Jr., vice president in charge of station relations; Harper Carraine, director of research, and Ole Morby, manager of station relations. For CBS Inc., Richard Salant, vice president, and Ralph W. Hardy, vice president, Washington, were in attendance.

Kenyon Brown, KWFT Wichita Falls, Tex., is board chairman of the affiliates group. Other members:

J. Maxim Ryder, WBRY Waterbury, Conn.; George D. Coleman, WGBI Scranton; John M. Rivers, WCSC Charleston, S. C.; Mr. Sowell; Charles C. Caley, WMBD Peoria; Saul Haas, KIRO Seattle; Worth Kramer, WJR Detroit; Frank P. Fogarty, WOW Omaha and George B. Storer, Storer Broadcasting Co.

Donald W. Thornburgh, WCAU Philadelphia, and Hugh B. Terry, KLZ Denver, were not able to attend. The Thursday meeting concluded with a dinner at Sardi's Restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

ROBERT SHELBY DIES; NBC CHIEF ENGINEER

ROBERT E. SHELBY, 49, vice president and chief engineer of NBC, died unexpectedly of a heart attack last Thursday at his home in Teaneck, N. J.

MR. SHELBY

Mr. Shelby, who joined NBC in 1929, had been associated with monochrome television projects dating back to 1939, when NBC established a television development laboratory in the Empire State Bldg. in New York and placed him in charge. In later years, he was director of color television systems development for the network, and was credited with playing an important part in the introduction of compatible color television.

Born in Austin, Tex., Mr. Shelby was graduated from the U. of Texas with a B.S. in electrical engineering as well as B.A. and M.A. degrees. He went to work for NBC shortly after his college graduation, and served in various positions in the engineering department, including those of director of technical development and director of technical operations for the television network. He was promoted in July 1954 to vice president and chief engineer of NBC. Mr. Shelby was a fellow of the Institute of Radio Engineers, and chairman of its television system committee and a member of its standards committee. He also was a fellow of the American Institute of Electrical Engineers, and a member of the Society of Motion Picture & Television Engineers. He belonged to Tau Beta Pi, Phi Beta Kappa, Eta Kappa Nu and Sigma Xi.

Mr. Shelby is survived by his wife, Marian Eikel Shelby, and two daughters, Barbara and Jane.

Durocher's First Assignment

LEO DUROCHER, former New York Giants baseball manager, is scheduled to take over his first major NBC-TV assignment since signing with the network in an executive capacity. Mr. Durocher will emcee the first three programs of the network's new Sunday night tv comedy series still untitled, which replaces the current *Colgate Variety Hour* (8-9 p.m. EST).

Tobacco Network Elects

ALLEN JONES, WGNI Wilmington, N. C., has been elected president of the Tobacco Radio Network, a North Carolina group composed of nine stations. Other newly-elected officers include Ray D. Williams, WHIT New Bern, vice president; Phillip G. Sewell, WRCS Ahoskie, secretary-treasurer, and Ken Willson, re-elected executive vice president-general manager.

President's Heart Attack Voted Year's Biggest Story

PRESIDENT EISENHOWER's heart attack of Sept. 24 topped the list of the year's first 10 news stories in a special poll conducted of ABC's news editors in New York, Washington, Chicago, Detroit, Los Angeles and San Francisco, John Daly, vice president in charge of news, special events, sports and public affairs, announced last week.

Other stories in the order of the voting: Salk anti-polio vaccine; Big Four meeting in Geneva; Malenkov's decline and the rise of Krushchev and Bulganin; northeastern U. S. floods; Communist China's release of 11 American fliers; Princess Margaret's renunciation of Peter Townsend; Winston Churchill's resignation as British Prime Minister; Juan Peron's ouster as Argentina's dictator, and the Woodward shotgun killing in Long Island, N. Y.

Sombrero Network Elects

RE-ELECTION of Raoul A. Cortez Sr., president of KCOR-AM-TV San Antonio, as chairman of nine-station Sombrero Network has been announced. Other officers: J. S. Roberts, KGBT Harlingen, Tex., vice chairman; Jack McVeigh, XELO Juarez, Mexico, and Richard Ryan, KLOK San Jose, Calif., executive members. Richard O'Connell, national representative, was re-appointed executive director of network, and Nathan Safir, KCOR, was named executive secretary.

OCT. NETWORK TV GROSS HITS $38 MILLION

Publishers Information Bureau figures show 10th month as record breaker, collectively and by networks. January-October totals ahead of same 1954 period.

NETWORK TV gross billings hit a total of $38,227,060 for October, a record month for the January-October period covered by Publishers Information Bureau, according to data released by the bureau last week.

October also was a record month for each of the three networks. ABC-TV, with nearly $6 million, topped its previous high months of September (more than $4.1 million) and March (more than $3.8 million). CBS-TV's more than $16.6 million in October overshadowed its previous high month of March, when it grossed slightly over $16 million. NBC-TV in October grossed $15,708,875, more than $1.6 million above its previous high month of March.

The total October gross billing of the three networks topped the previous high registered in March, when the figure reached $34,574,039. The 10-month period for all tv networks was approximately 25% above the total registered for the same period in 1954.

October also was the first month in which no figure was reported for the former DuMont Television Network. PIB cut off its report on DTN on Sept. 15.

Overall, the three networks are outstripping their January-October, 1954 totals, with CBS-TV over $38 million ahead, NBC-TV more than $31 million above and ABC-TV up more than $12 million.

Network Television

	October 1955	*October 1954*	*Jan.-Oct. 1955*	*Jan.-Oct. 1954*
ABC	$ 5,894,868	$ 3,890,802	$ 38,613,732	$ 26,584,163
CBS	16,623,317	13,985,922	155,098,072	116,975,813
DuM	......	1,447,411	3,102,708	10,289,155
NBC	15,708,875	12,370,228	131,974,810	100.670,045
Total	$38,227,060	$31,694,363	$328,789,322	$254,519,176

Network Television Totals To Date

	ABC	*CBS*	*DuM*	*NBC*	*Total*
Jan.	$ 3,718,195	$ 15,831,141	$ 723,960	$ 13,172,695	$ 33,445,991
Feb.	3,567,696	14,694,726	597,275	12,419,641	31,279,338
Mar.	3,806,425	16,036,896	628,625	14,102,093	34,574,039
Apr.	3,527,558	15,426,214	462,335	13,285,933	32,702,040
May	3,606,427	15,978,680	273,640	13,591,687	33,450,434
June	3,542,304	15,724,184	218,845	12,238,694	31,724,027
July	3,263,803	14,635,011	131,105	11,966,760	29,996,679
Aug.	3,562,676	14,959,098	55,385	11,767,789	30,344,948
Sept.	4,123,780	15,188,805	11,538	13,720,643*	33,044,766*
Oct.	5,894,868	16,623,317	......	15,708,875	38,227,060
Total	$38,613,732	$155,098,072	$3,102,708	$131,974,810	$328,789,322

*Revised as of 12/7/55

Radio-Television

NOMINATIONS INVITED

Deadline Feb. 1, 1956

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

Radio

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio during the year; exhibits consisting of a typewritten summary and recordings or tapes, not exceeding fifteen minutes running time.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of disc recordings (no tapes) and a typewritten summary mentioning running time of exhibit, not to exceed fifteen minutes.

Television

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by television during the year; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm. film or kinescope, not longer than fifteen minutes.

Nomination blanks and further information may be secured by writing to:

Victor E. Bluedorn, Director

SIGMA DELTA CHI

35 E. Wacker Dr., Chicago 1

ED LAMB FAVORED FOR LICENSE RENEWAL IN FCC EXAMINER'S INITIAL DECISION

Sharfman says Broadcast Bureau failed to prove that broadcaster had lied in disclaiming affiliations with Communist causes. He states, however, that hearing was justified. Decision will become final Jan. 10 unless Broadcast Bureau appeals to full Commission.

THE FCC's Broadcast Bureau this week is digesting an initial decision—issued by an FCC hearing examiner—recommending that broadcaster-publisher Edward O. Lamb's license renewal application for WICU (TV) Erie, Pa., be approved.

FCC Hearing Examiner Herbert Sharfman concluded that the Broadcast Bureau has failed to prove its charges that Mr. Lamb was lying in his renewal application and elsewhere when he said he never had espoused the aims of or belonged to the Communist Party.

Mr. Sharfman, nevertheless, concluded that the nature and amount of the evidence presented by the FCC definitely had warranted a hearing, despite Mr. Lamb's claims that the hearing was unjustified. The proposed license renewal becomes effective 40 days from Dec. 1 (Jan. 10) unless Broadcast Bureau lawyers appeal to the FCC or the Commission decides to review the case. If the Broadcast Bureau appeals, both parties will have chances to present arguments before the Commission.

In Erie, Mr. Lamb said he was "pleased" with the initial decision. "I am very pleased at this evidence of the integrity of our administrative processes." He added: "The ordeal has been an unfortunate one, but I am thankful that the outcome assures the broadcasting industry that freedom of speech and freedom of conscience will be retained in this country."

The hearings, at which Mr. Sharfman presided, began in September 1954 and ended last May. The lengthy proceedings took up 7,000 printed pages and some two million words and were marked by some of the stormiest proceedings ever conducted over a license renewal.

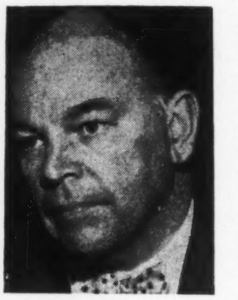
During the hearing, 36 witnesses testified, and one, Mrs. Marie Natvig, later was convicted of perjury. In several instances, Broadcast Bureau witnesses, including Mrs. Natvig, recanted their testimony.

Examiner Sharfman had trouble keeping order during the proceedings, with one of Mr. Lamb's lawyers, Russell Morton Brown, and Broadcast Bureau attorneys often shouting each other down. At one point Mrs. Natvig, in a highly emotional scene, threatened to hit Mr. Brown with a water pitcher. In her earlier testimony she said she had attended Communist meetings with Mr. Lamb and had had an illicit love affair with him. Later she recanted her testimony. Mr. Sharfman struck her testimony, *in toto,* from the record, as well as testimony from other witnesses whose reliability was found questionable.

The WICU license renewal squabble also caused rumbles on Capitol Hill, where Mr. Lamb testified before a Senate hearing on confirmation of FCC Comr. John C. Doerfer. Mr. Lamb told the Senate Commerce Committee in June 1954 that newspaper and other reports indicated Comr. Doerfer was "out to get" him (Mr. Lamb) and that the GOP commissioner had told him in person it would be better for him in getting the WICU license renewed "if you were still a Republican." Mr. Lamb has run for office in Ohio on both the GOP and Democratic tickets.

Sen. Estes Kefauver (D-Tenn.) defended Mr. Lamb on various occasions and testified in the latter's behalf at the license renewal hearing. Other groups, liberal and conservative, have made political issue of the Lamb renewal case.

At the Senate hearing also, Mr. Lamb testified that three FCC attorneys, "Thomas Fitzpatrick, Mr. Leahy and William (sic) Powell," had through an intermediary offered a Toledo man a bribe of $1,000 to testify falsely about Mr. Lamb's Communist affiliations. Walter R. Powell and Thomas B. Fitzpatrick represented the Broadcast Bureau for part of the hearings.



MR. LAMB

Mr. Powell later resigned to join the staff of NARTB, but shortly afterward was hospitalized with a heart attack. Other FCC attorneys representing the Broadcast Bureau at some time during the hearings were Edward J. Brown, Joseph M. Kittner, Ashbrook P. Bryant and Arthur J. Schissel. Mr. Lamb's other lawyers were J. Howard McGrath, former Attorney General and presently an executive in the Lamb business interests, and Philip Bergson.

WICU has been on temporary permit since August 1953, while the FCC investigated allegations that Mr. Lamb supported Red causes from 1944-48.

Mr. Sharfman, in his initial decision last week, said:

"Perhaps the picture of Lamb which emerges is one of uncertain authenticity—that of a shrewd, successful and aggressive lawyer who was connected in some way with several Communist-dominated matters which, despite his demonstrated acumen, he failed to recognize. . . ."

Mr. Lamb was charged by the Broadcast Bureau with associating with or holding membership or office in several Communist or Communist-front organizations which have been placed on the Attorney General's list of subversive organizations, among them International Labor Defense, an organization which allegedly held mass meetings to stir up discontent against "capitalistic bosses."

About Mr. Lamb and ILD, Mr. Sharfman said:

"From a reading of the transcript it would appear that for several years Lamb's time and energy were taken up with the ILD and similar organizations, and writing sympathetic to Soviet Russia, but it is obvious that he must have been engaged in many other affairs, not the least of which was the business of earning a living. . . .

"Whatever may be thought of the hopes of those elements of doubtful loyalty to American institutions in enlisting his participation, to whatever extent established by the record, there is no proof that Lamb personally engaged in any subversive activity.

"Lamb's possible naivete in allying himself with these groups . . . cannot, on this record, be transformed into something more sinister;

FOUND:

a welcome answer to your business gift problem

For a gift that's sure to please, give one you'd like to receive yourself—Hennessy, the world's preferred Cognac Brandy. Just go to your local store and see all of the colorful, imported Hennessy gift packages and distinctive bottles ranging from about $3.50 to $20. No matter which you choose, yours will be a gift of good taste that is sure to please.

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his professed sympathy with the underdog, his espousal of 'liberal' causes, and his prominence in the community, undoubtedly made him attractive to certain organizations, and the first two factors must also have made him personally susceptible.

"But to say that he was starry-eyed is not to conclude that his eyes must also have been shot with malevolent gleams. . . .

"That Lamb was personally sympathetic to the Soviet regime *in Russia,* felt that planning was indispensable to an orderly and equitable society in this country, and that we could learn from and profit from Russian experiences, is manifest from his writings; but there is nothing to indicate that he called for the importation of Communism in the United States and the destruction of American institutions. . . ."

Mr. Sharfman said Mr. Lamb's book, *The Planned Economy in Soviet Russia,* which the latter wrote after a 1933 trip to Russia, "does not advocate the destruction of democratic institutions; he nowhere evinces a disbelief in the virtues of democracy, or in its capability, if intelligently administered, to alleviate social and economic ills; and hopes for a solution of the problems which plagued the country at the time of writing, by peaceful, orderly, democratic methods; *but,* he is not an ostrich with his head in the sand, and he warns his countrymen of the possibility that unless they act to secure the blessings of the planned economy by peaceful methods, they may face a less pleasant situation."

In concluding that the FCC was justified in instituting the hearing on Mr. Lamb's qualifications, in view of allegations that he had Communist affiliations, Mr. Sharfman said that the information in the FCC's possession "was obviously serious enough to warrant further inquiry in hearing; that in the fires of hearing what may seem to be gold is really dross, and that in the deliberations of decision after a formal hearing much which in the prehearing investigation appeared prejudicial to applicant is deemed harmless, does not reflect upon the institution of the formal proceeding."

Mr. Lamb owns WIKK and (ch. 12) WICU (TV) Erie and the *Erie Dispatch* WTOD and WTRT (FM) Toledo, Ohio, and (ch. 23) WMAC-TV Massillon, Ohio, not yet on the air. His sale of WHOO-AM-FM Orlando, Fla., is pending FCC approval.

The FCC's action against Mr. Lamb began with a "MacFarland" letter dated March 11, 1954, saying it had received allegations against Mr. Lamb, and asking him to reply with any reasons why the WICU license should not be designated for hearing. Mr. Lamb replied in a letter dated April 1, 1954, denying the allegations and charging the FCC had no authority to hold a hearing on the issues cited. On May 11, 1954, Mr. Lamb sought an injunction against the FCC action from the U. S. District Court for D. C. The FCC moved for dismissal, which was granted by the court. The FCC ordered the hearing June 4, 1954.

Mr. Lamb on July 15, 1954, filed a motion to defer the hearing. The FCC on July 21, 1954, ordered the hearing to begin Sept. 15, 1954, and on July 29 ordered that basic allegations be furnished Mr. Lamb by Aug. 15. Hearings began Sept. 15.

On Oct. 16, 1953, the FCC had told Mr. Lamb it was "studying information which may possibly bear on Mr. Lamb's qualifications to own and operate a broadcast station."

The FCC in 1948 had approved license applications for three stations by Mr. Lamb after an earlier hearing in which competing applicants had raised questions of Mr. Lamb's qualifications.

ALTEC DYNAMIC MICROPHONE—Type 660A 660B

Here's a dynamic microphone of broadcast quality, exceptional ruggedness and dependability. Equipped with a swivel head with ⅝" x 27" stand thread allowing a 90° vertical tilt.

FREQUENCY RESPONSE:	35 to 12,000 cycles
POWER OUTPUT LEVEL:	−57 dbm (10 dynes/cm2)
IMPEDANCE:	660A — 30 ohms 660B — 30, 150, 20,000 ohms
DIMENSIONS:	4" long — 1 11/16" dia.
FINISH:	Silver satin die-cast aluminum
WEIGHT:	660A: 11 oz. 660B: 13 oz.

ALTEC CARDIOID MICROPHONE—Type 670A

Ideal for broadcast or public address, this cardioid microphone with ribbon provides continuously adjustable patterns to permit "tuning out" undesirable noises by shifting the null point.

FREQUENCY RESPONSE:	30 to 15,000 cycles
POWER OUTPUT LEVEL:	−58 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	7½" x 3⅜" x 2½"
FINISH:	Dull gray plastic
WEIGHT:	20 oz.

ALTEC "LIPSTIK" MICROPHONE—Type M20

For top performance in miniature size, the Altec "Lipstik" microphone is one of the finest, most versatile ever made. Omnidirectional pickup. Easily concealed on performers on TV sets.

FREQUENCY RESPONSE:	10 to 15,000 cycles
POWER OUTPUT LEVEL:	Varies with impedance
IMPEDANCE:	10,000 ohms higher
DIMENSIONS:	3⅛" long — 0.6" dia.
FINISH:	Grey enamel and bright steel
WEIGHT:	5 oz.

ALTEC VELOCITY MICROPHONE—Type 671A

This velocity microphone provides a new high in exceptional quality at low cost. High signal to low hum pickup makes it especially valuable in many different situations. Two-stage wind filter is incorporated in the case.

FREQUENCY RESPONSE:	30 to 16,000 cycles
POWER OUTPUT LEVEL:	−56.5 dbm (10 dynes/sq. cm.)
IMPEDANCE:	Adjustable 30/50 or 150/250 ohms
DIMENSIONS:	4½" x 3⅜" x 2½"
FINISH:	Dull gray plastic
WEIGHT:	14 oz.

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109 APPLICANTS FOR 40 TV CHANNELS ARE STILL STANDING IN LINE AT FCC

Even as the Commission gets ready to review the Sixth Report & Order, the many contestants who have spent bitter—and expensive—years in the processing mill, and still face months in hearing or in the courts, wonder if their grants will ever see the light of day. Here is a status report on tv processing since 1952.

THE FCC has a hair shirt. It's woven of the 109 tv applications in hearing status—most of them involving vhf channels and some of them three years old. Forty channels are involved.

For the last month the Commission has chafed with argument—pro and con—as to whether it should take action on the pending vhf cases or institute a "soft freeze" until the outcome of its general allocations proceedings. The object of the allocations rule-making is to review the principles of the Sixth Report & Order. This is the order which ended the four-year-long freeze on tv application processing, instituted in September 1948 and brought to an end April 14, 1952. The last word is that a majority of the FCC is agreed in wanting to "push 'em out."

Mark-time Period

The Sixth Report & Order provided a mark-time period before the Commission began again to act on tv applications. This was to permit all who desired to apply or reapply. July 11, 1952, was the date for the beginning of processing.

When the freeze was imposed the last day of September in 1948, there were 37 tv stations on the air. An additional 86 construction permits were in existence. On file were 304 applications and 187 others in hearing status.

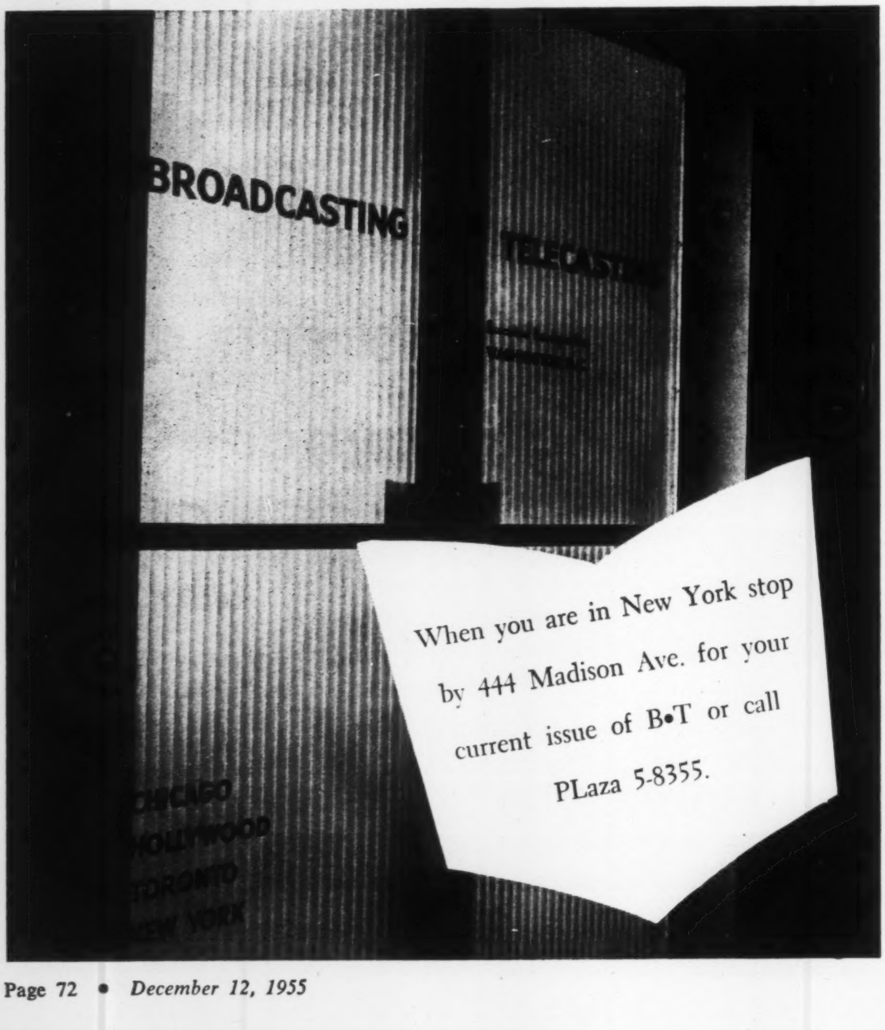
On April 14, 1952, when the freeze was ended, there were 108 stations on the air. There were 526 applications pending and 185 in hearing status.

The Sixth Report wiped out all hearing records, put all such applications back into the processing line. The order said that new applications must be filed or old ones amended. It established an expedited processing procedure which set up priorities. Major cities with no television were to be processed first, then those with one service, etc.

On July 10, 1952, the day before the FCC mills began to grind again, there were still only 108 tv stations operating. There were 612 applications pending.

From then on applications poured in. Early in October 1952 there were 850 applications pending. This was the highest number on file at one time.

Now, three years and eight months after the issuance of the Sixth Report, the FCC is again in the throes of an allocations review—which might or might not be as sweeping as the 1948-52 one.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What is the tv situation today?

As of Nov. 30, this year, there were 437 commercial stations on the air plus 17 non-commercial, educational outlets. Since July 11, 1952, there has been a total of 1,362 applications filed with the FCC for tv stations. These include 59 for educational channels. Since then 608 grants have been made for commercial stations and 35 for educational stations. During this same period, 156 commercial permits and one educational permit have been surrendered or deleted.

That's a pretty good record, but how about the 109 applications still sitting on the sidelines?

They are the FCC's hair shirt. These are the last vhf applicants who fought the long, expensive and bitter fight of comparative hearings. These are the Miamis, the Madisons, the Hartfords, the Evansvilles which have been the object of so much bickering during the last year of uhf-vhf controversy.

There are 16 hearing cases awaiting final decision. That means that the hearings were closed, the initial decision rendered and oral argument on the initial decision held before the commissioners. One of them involves a uhf channel; all the others are concerned with vhf.

Who are they?

They are: Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., chs. 6 and 10; Evansville, Ind., ch. 7; Fresno, Calif., ch. 12; Knoxville, Tenn., ch. 10; Madison, Wis., ch. 3; Miami, Fla., chs. 7 and 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2.

There are 10 other hearing cases which are still waiting their chance to argue the initial decisions before the commissioners. They are: Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; Jacksonville, Fla., ch. 12; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12, and St. Louis, Mo., ch. 11.

Five hearing cases are waiting the issuance of initial decisions by the examiners. They are: Boston, Mass., ch. 5; Buffalo, N. Y., ch. 7; Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4, and San Francisco-Oakland, Calif., ch. 2.

Still in the toils of hearing are eight other cases: Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 4; Elmira, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onandaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11, and Toledo, Ohio, ch. 11.

The pending cases, as of Dec. 8:

AWAITING FINAL DECISION

Bristol, Va.-Tenn., ch. 5. Applicants, WCYB and WOPI-KWPT. Hearing began March 1, 1954. Record closed Sept. 1, 1954. Initial decision issued Feb. 1, 1955, favoring WCYB. Oral argument Sept. 27, 1955.

Canton, Ohio, ch. 29. Applicants, WCMW and Tri-Cities Telecasting Inc. (local businessmen). Hearing began August 17, 1953. Record closed Dec. 7, 1953. Initial decision issued Nov. 19, 1954, favoring Tri-Cities Telecasting Inc. Oral argument April 25, 1955.

Chattanooga, Tenn., ch. 3. Applicants, WDOD and Mountain City Tv Inc. (50% owned by Ramon G. Patterson and 50% by Will Cummings. Mr. Patterson owns 20% of WAPO). Hearing began April 29, 1953. Record closed Aug. 20, 1953. Initial decision issued July 9, 1954, favoring Mountain City. Oral argument held Dec. 12, 1954. Remanded to examiner. Record reopened July 22, 1955. Record reclosed Sept. 7, 1955. Supplemental initial decision issued Nov. 8, 1955, refavoring Mountain City.

Corpus Christi, Tex., ch. 6. Applicant, KRIS (competing applicant withdrew). Hearing began Aug. 3, 1953. Record closed March 17, 1954. Ini-

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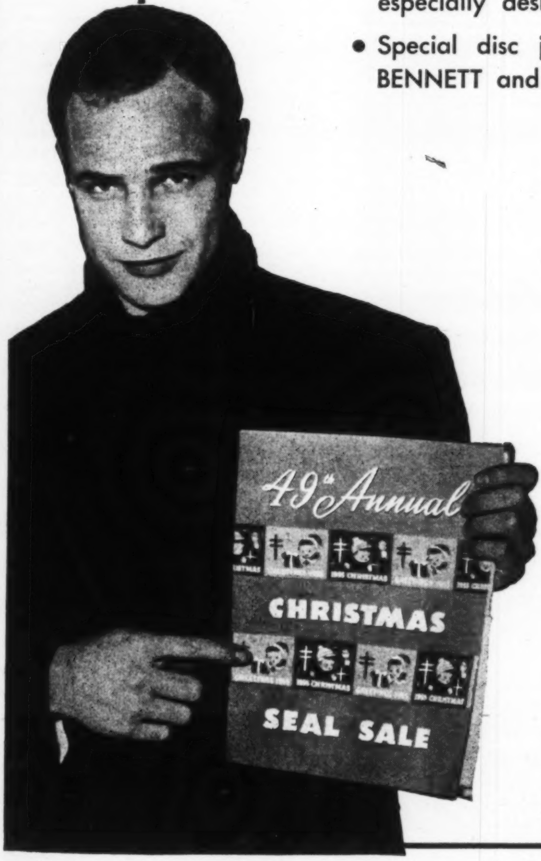

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tial decision issued June 18, 1954, favoring KRIS. Oral argument held Dec. 14, 1954.

Corpus Christi, Tex., ch. 10. Applicants, Superior Tv Inc. (Jack D. Wrather-Maria Helen Alvarez), KEYS and KSIX. Hearing began Aug. 4, 1953. Record closed March 16, 1954. Initial decision issued Jan. 21, 1955, favoring KSIX. Oral argument held Sept. 12, 1955.

Evansville, Ind., ch. 7. Applicants, WGBF and Evansville Tv Inc. (Rex Shepp). Hearing began May 25, 1953. Record closed May 23, 1954. Initial decision issued Oct. 6, 1954, favoring Evansville Tv Inc. Oral argument held June 5, 1955.

Fresno, Calif., ch. 12. Applicants, KARM and KFRE. Hearing began Sept. 28, 1953. Record closed March 4, 1954. Initial decision issued Sept. 9, 1954, favoring KARM. Oral argument held Dec. 17, 1954.

Knoxville, Tenn., ch. 10. Applicants, WNOX, WBIR, and Tennessee Tv Inc. (Guilford Glazer and family). Hearing began June 15, 1953. Record closed April 12, 1954. Initial decision issued Jan. 10, 1955, favoring WBIR. Oral argument held July 11, 1955.

Madison, Wis., ch. 3. Applicants, WIBA, WISC. Hearing began Oct. 23, 1953. Record closed Dec. 22, 1953. Initial decision issued Aug. 3, 1954, favoring WIBA. Oral arguments held Dec. 17, 1954.

Miami, Fla., ch. 7. Applicants, Biscayne Tv Corp. (WQAM-WIOD-Niles Trammell), East Coast Tv Corp. (local group), South Florida Tv Corp. (local group and J. Lawrence Fly, former FCC chairman). Hearing began Feb. 19, 1954. Record closed May 17, 1954. Initial decision issued Jan. 18, 1955, favoring Biscayne Tv Corp. Oral argument held May 22, 1955.

Miami, Fla., ch. 10. Applicants, WKAT Miami Beach, L. B. Wilson Inc. (WCKY Cincinnati), North Dade Video Inc. (local residents) and Public Service Tv Inc. (National Airlines). Hearing began Jan. 29, 1954. Record closed Oct. 13, 1954. Initial decision issued March 30, 1955, favoring WKAT. Oral argument held July 18, 1955.

Norfolk-Portsmouth, Va., ch. 10. Applicants, WAVY and Beachview Broadcasting Corp. (local group). Hearing began Jan. 8, 1954. Record closed April 27, 1954. Initial decision issued Dec. 29, 1954, favoring Beachview Broadcasting Corp. Oral argument held May 2, 1955.

Omaha, Neb., ch. 7. Applicants, KFAB and *Omaha World-Herald*. Hearing began April 2, 1954. Record closed Oct. 26, 1954. Initial decision issued April 6, 1955, favoring *World-Herald*. Oral argument held Oct. 31, 1955.

Peoria, Ill., ch. 8. Applicants, WMBD and WIRL. Hearing began July 10, 1953. Record closed Dec. 23, 1953. Initial decision issued Nov. 15, 1954, favoring WIRL. Oral argument held May 2, 1955.

Seattle, Wash., ch. 7. Applicants, KXA, KVI, KIRO. Hearing began Jan. 26, 1954. Record closed May 26, 1954. Initial decision issued April 5, 1955, favoring KIRO. Oral argument held Oct. 31, 1955.

Springfield, Ill., ch. 2. Applicants, Sangamon Valley Tv Corp. (40% owned by WTAX principals) and WMAY-TV Inc. (50% owned by WMAY). Hearing began Oct. 30, 1953. Record closed April 29, 1954. Initial decision issued Dec. 3, 1954, favoring Sangamon Valley Tv Corp. Oral argument held July 18, 1955.

AWAITING ORAL ARGUMENT

Charlotte, N. C., ch. 9. Applicants, WSOC, Piedmont Electronics & Fixture Corp. (40% owned by WTVJ [TV] Miami interests), and Carolinas Tv Corp (43% owned by WIS Columbia, S. C., interests). Hearing began Feb. 12, 1954. Record closed March 8, 1955. Initial decision issued Aug. 2, 1955, favoring Piedmont Electronics & Fixture Corp.

Hartford, Conn., ch. 3. Applicants, WTIC and Hartford Telecasting Co. Inc. (Harry Butcher and others). Hearing began Oct. 30, 1953. Record closed April 13, 1954. Initial decision issued May 31, 1955, favoring WTIC.

Indianapolis, Ind., ch. 13. Applicants, WIRE, WIBC, Mid-West Television Corp. (local businessmen), and Crosley Broadcasting Corp. Hearing began April 9, 1954. Record closed Jan. 19, 1955. Initial decision issued June 7, 1955, favoring Mid-West Television Corp.

Jacksonville, Fla., ch. 12. Applicants, WJAX, WPDQ and Florida-Georgia Television Co. (WRHC Jacksonville and WTVJ [TV] Miami principals and others). Hearing began Feb. 11, 1954. Record closed Dec. 7, 1954. Initial decision issued April 4, 1955, favoring WPDQ.

New Orleans, La., ch. 4. Applicants, WWL, WTPS, WNOE. Hearing began Jan. 4, 1954. Record closed May 4, 1954. Initial decision issued July 7, 1954, favoring WTPS.

Orlando, Fla., ch. 9. Applicants, WORZ and Mid-Florida Tv Corp. (WLOF group and local interests). Hearing began July 23, 1954. Record closed March 29, 1955. Initial decision issued Aug. 10, 1955, favoring WORZ.

Paducah, Ky., ch. 6. Applicants, WKYB and Columbia Amusement Co. (Leo F. Keiler and others). Hearing began Feb. 26, 1954. Record closed Oct. 29, 1954. Initial decision issued April 11, 1955, favoring Columbia Amusement Co.

Raleigh, N. C., ch. 5. Applicants, WPTF and WRAL. Hearing began March 5, 1954. Record closed Nov. 23, 1954. Initial decision issued April 19, 1955, favoring WRAL.

San Antonio, Tex., ch. 12. Applicants, Mission Telecasting Corp. (50% owned by KONO) and KMAC. Hearing began May 14, 1954. Record closed Sept. 14, 1954. Initial decision issued June 16, 1955, favoring Mission Telecasting Corp.

St. Louis, Mo., ch. 11. Applicants, St. Louis Telecasting Inc. (60% owned by WEW), St. Louis Amusement Co. (Fanchon & Marco theatre chain), CBS (KMOX), 220 TV Inc. (local hotel owners), Broadcast House Inc. (KSTL principals). Hearing began April 29, 1954. Record closed Dec. 3, 1954. Initial decision issued Sept. 6, 1955, favoring CBS.

AWAITING INITIAL DECISION

Boston, Mass., ch. 5. Applicants, WHDH, Greater Boston Tv Corp. (WORL and local businessmen), Massachusetts Bay Telecasting Inc. (local businessmen, some RCA distributors, small interest by WWLP [TV] Springfield, Mass., principals), Allen B. DuMont Labs Inc., WCOP. Hearing began July 16, 1954. Record closed Feb. 4, 1955.

Buffalo, N. Y., ch. 7. Applicants, Great Lakes Tv Inc. (WEBR, WKAL-WKTV [TV] Utica-Rome, N.Y., WPIT Pittsburgh, and local businessmen); WWOL and WKBW. Hearing began May 24, 1954. Record closed July 28, 1955.

Hatfield, Ind. (Owensboro, Ky.), ch. 9. Applicants, WVJS and WOMI both Owensboro. Hearing began Jan. 3, 1955. Record closed Jan. 7, 1955.

McKeesport, Pa. (Pittsburgh), ch. 4. Applicants, KQV, WCAE, WLOA Braddock, Pa., Wespen Tv Inc. (Scott Fink and group), Irwin Community Tv (local residents). Hearing began May 21, 1954. Record closed March 7, 1955.

San Francisco-Oakland, Calif., ch. 2. Applicants, Tv East Bay (Edwin Pauley and associates), Channel Two Inc. (J. R. Knowland-KROW Oakland, John A. Kennedy, Howard Chernoff and others), San Francisco-Oakland Tv Inc. (General Teleradio Inc. executives Ward Ingrim and William D. Pabst. General Teleradio holds option to purchase 40% of Messrs. Ingrim and Pabst stock). Hearing began July 9, 1954. Record closed Jan. 21, 1955.

IN HEARING

Beaumont-Port Arthur, Tex., ch. 4. Applicants, KPAC and KPBX. Hearing began May 6, 1953. Postponed indefinitely because of pending litigation.

Biloxi, Miss., ch. 13. Applicants, WVMI and WLOX. Hearing began Feb. 18, 1954. Record closed April 30, 1954. Initial decision favoring WVMI issued July 7, 1954. On Feb. 3, 1955, FCC sent case back to examiner to reopen record, receive evidence on specified issues and issue new initial decision. Hearing to reopen in Biloxi Jan. 9, 1956.

Caguas, P. R., ch. 11. Applicants, WKVM San Juan and WJMR-AM-TV New Orleans. Prehearing conferences held Oct. 14, 1955. Hearing date postponed indefinitely.

Cheboygan, Mich., ch. 4. Applicants, WPBN-TV Traverse City, Mich., and WCBY. Hearing began Nov. 30, 1955.

Elmira, N. Y., ch. 18. Applicant, WSYR-TV Syracuse, N. Y. (competing applicant withdrew). Hearing scheduled to begin Dec. 13, 1955.

Mayaguez, P. R., ch. 3. Applicants, WKAQ San Juan, WAPA San Juan and WJMR New Orleans. Hearing scheduled to begin Dec. 29, 1955.

Onondaga-Parma, Mich., ch. 10. Applicants, WIBM Jackson, WKHM Jackson, Triad Tv Corp. (local group), Tv Corp. of Michigan (40% owned by WILS Lansing), and State Board of Agriculture (WKAR East Lansing). Hearing began Nov. 17, 1955.

Pittsburgh, Pa., ch. 11. Applicants, WWSW (competing applicant WJAS agreed to merge). Hearing scheduled to begin March 31, 1954. Final decision issued July 22, 1955, favoring WWSW. Petition for rehearing filed by WENS (TV) Pittsburgh granted Nov. 25, 1955.

Toledo, Ohio, ch. 11. Applicants, *Toledo Blade*, WTOL, WTOD, Citizens Broadcasting Co. (United Automobile Workers-CIO locals), Maumee Valley Broadcasting Co. (local group with 5% ownership by Hulburt and David Taft [WKRC Cincinnati]), Great Lakes Broadcasting Co. (local group), and Anthony Wayne Tv Co. (local group and 10% by Harold F. Gross [WJIM Lansing]). Hearing began July 23, 1954. Due to resume Dec. 22, 1955.

ALL 1,300 radio stations participating in the Conelrad program were awarded certificates of commendation by FCC, Air Force and the Federal Civil Defense Administration. Most of them received their scrolls by mail, but in a special ceremony in Washington the nine Washington area stations received theirs personally from FCC Chairman George C. McConnaughey. Standing with Mr. McConnaughey and Maj. Gen. James E. Briggs, USAF, and Emil W. Reutzel Jr., FCDA, after receiving their commendations are (l to r) John W. Galloway, WARL Arlington, Va.; Arthur W. Snowberger, WOOK; Clyde Hunt, WTOP; Fred S. Houwink, WMAL (front); Gen. Briggs (rear); Mr. McConnaughey; Carleton D. Smith, WRC (front); Mr. Reutzel (rear); Lamar A. Newcomb, WFAX Falls Church, Va. (rear); Carl L. Lindberg, WPIK Alexandria, Va. (front); Ben Strouse, WWDC (rear), and Harold Sheffers, WUST Bethesda, Md.

DJ Is Employe, Taxmen Say

A RADIO station disc jockey was classified as an employe for tax purposes in a decision by the Internal Revenue Service. The case involved a jockey serving in announcing and m.c. roles, with the station holding control over programming as well as having the right to reject advertising obtained by the employe.

1,300 Conelrad Stations Honored by Government

THE NATION's 1,300 Conelrad radio stations were honored last week by the FCC, the Air Force and the Federal Civil Defense Administration with the awarding of certificates of commendation at a special ceremony in Washington, D. C. The certificates were personally handed to representatives of nine Washington area stations and mailed to the others. FCC Chairman George C. McConnaughey made the presentations. He was assisted by Maj. Gen. James E. Briggs, USAF, and Emil W. Reutzel Jr., FCDA.

Conelrad is a system whereby radio stations operate in clusters on either 640 kc or 1240 kc. Its purpose is to prevent enemy planes from "homing" on broadcast transmissions, and at the same time provide civil defense instructions and information for the public.

Participating stations have invested more than $2 million in equipping themselves for Conelrad, Mr. McConnaughey said. He termed this investment of money and manpower "a notable contribution to our defense."

FOUR BIG PROBLEMS FACE CHANNEL SWAP

Office of Defense mobilization says obstacles of national security, cost, availability of equipment and time must be surmounted before tv can get more vhf channels from military allocations.

SOME of the problems involving the transfer to the FCC of additional vhf channels for television were listed last week by the Office of Defense Mobilization.

In the first public announcement that ODM, the FCC and other government agencies were discussing this possibility, ODM said that some of the problems requiring analysis in working out the exchange of frequencies between government and the FCC were:

1. Effect of frequency shifts on national security.
2. Estimated cost of making such shifts.
3. Availability of equipment.
4. Time required for making changes.

The announcement stated that Maj. Gen. Jerry V. Matejka, USA (Ret.), assistant to the Director of Telecommunications, ODM, is chairman of the *ad hoc* committee investigating this possibility. Other members of this committee are: George C. McConnaughey, FCC chairman; George T. Moore, Asst. Secretary of Commerce for Administration; George B. Larkin, staff director of communications, Office of the Asst. Secretary of Defense (Supply and Logistics). Other agencies having "substantial" interest in the study will be invited to assist, the announcement said.

Assisting the *ad hoc* group are the following technicians, according to ODM; Edward W. Allen Jr., chief engineer; Albert L. McIntosh, chief, frequency allocation and treaty division, Office of Chief Engineer; James E. Barr, asst. chief, Broadcast Bureau, for FCC; Brig. Gen. F. F. Uhrhane, Office of the Chief Signal Officer, U. S. Army; Capt. Henry Williams Jr., Office of Naval Communications, U. S. Navy; Brig. Gen. Alvin L. Pachynski, deputy director of communications-electronics, U. S. Air Force; Percy D. McKeel, special asst. to the Civil Aeronautics Administrator.

Advisory Function Only

ODM emphasized that the function of the group is advisory only. It's findings will be reported initially to the Director of Defense Mobilization, the announcement said. Subsequent actions will be taken by the agencies charged with legal responsibilities in such matters, ODM said.

The study resulted, ODM said, in part from an FCC request that ODM explore the possibility of the government releasing some of its vhf spectrum space "for further television broadcasting."

"The increasing complexities in the use of the limited vhf spectrum have made such an inquiry desirable by the two government agencies having jurisdiction over frequency allocations." ODM said. "This is the first time such a joint inquiry is to be made by them."

The proposal that ODM explore the possibility of unshackling some vhf frequencies for television use was suggested by FCC Chairman McConnaughey last fall. First meeting between Defense Mobilizer Arthur S. Flemming, the FCC and representatives of the Defense and Commerce Depts. took place Nov. 18. Two other meetings have been held. Two weeks ago the technical group took over, after it apparently was agreed that some vhf space would be made available to the FCC.

Informed sources have indicated that the military relinquished seven vhf channels in exchange for other vhf (including some fm) and uhf spectrum space. It is believed that the short range objective is to open up two or three channels in the government's vhf bands.

Mr. McConnaughey's move toward securing additonal vhf channels from government agencies resulted from proposals made earlier this year by Comrs. Robert E. Lee and Robert T. Bartley that the addition of vhf channels might ease the tv allocations problem.

Four New Am Outlets Receive FCC Permits

CONSTRUCTION PERMITS for four new am stations were granted by the FCC last Wednesday.

Grants made were:

- Pueblo, Colo.—970 kc, 1 kw daytime to Frank Donald Hall, former owner of KLIR Denver, Colo.
- Orange, Mass.—1390 kc, 1 kw daytime to James W. Miller, 98% owner of Tele-Pool Corp. (advertising agency) and 50% stockholder in WESO Southbridge, Mass.
- St. Peter, Minn.—1310 kc, 1 kw daytime to Gustavus Adolphus College.
- Morristown, Tenn.—1150 kc, 1 kw daytime to Clifford G. Frost, part owner of WSEV Sevierville, Tenn.
- Mexia, Tex.—1590 kc, 500 w daytime to J. B. McNutt, owner KBUD Athens, Tex.

WENS Asks FCC to Move Channel Into Pittsburgh

WENS (TV) Pittsburgh (ch. 16) last week asked the FCC to move ch. 5 into the Steel City. It filed a pleading with the FCC commenting on the Commission's rule-making proposal to delete the educational reservation from ch. 5 in Weston, W. Va., and to make the vhf channel available for commercial use. WENS suggested that ch. 5 could be used in both Weston and Pittsburgh with limited antenna height and power and with directional antenna. Or, WENS said, ch. 10 could be used in Weston and ch. 5 in Pittsburgh. The proposal to de-reserve Weston's ch. 5 was originally requested by ch. 35 WJPB-TV Fairmont, W. Va.

Two weeks ago the FCC acceded to WENS' request that the grant of Pittsburgh's ch. 11 to WWSW Inc., following a merger between that applicant and WJAS Pittsburgh, be reopened. The Commission designated the grant for rehearing on issues involving the question of whether ownership changes have already taken place, financial qualifications and overlap considerations [B•T, Dec. 5]. The grant was temporarily stayed by the U. S. Court of Appeals in Washington pending FCC action on the WENS petition for rehearing. The FCC and WWSW Inc. claim that the stay expired Dec. 3; WENS claims that it remains in effect until five days after the Commission decides the case. The Commission has informed the court of its interpretation and is awaiting clarification. WENS also sought unsuccessfully to file an application for Pittsburgh's ch. 11 before that grant was made last July.

All you want in background music....

with the world's most widely used long-play unit PRESTO PB-17A TAPE REPRODUCER

ALL DAY PERFORMANCE
—plays 8 continuous hours of music or speech!

ALL AUTOMATIC
—no operator or attendant needed—just turn it on!

FOR ALL LOCATIONS
—stores, restaurants, banks, factories, recreation center, wired music services!

FOR ALL BUDGETS
—amazingly low cost—connects to any public address system!

ALMOST INDESTRUCTIBLE
—built for years of trouble-free service by PRESTO!

It pays to put in a system of continuous background music. Surveys show that music hath charms to please customers and make employees happier and more efficient. Now PRESTO makes it possible for you to have the finest background music system—with a minimum investment and trouble-free operation.

PRESTO PB-17A is a super-reliable, super-quality mechanism, equipped with such famous PRESTO features as 2 torque motors to turn reels plus exclusive PRESTO type CDR capstan drive—used in the most expensive professional units! Automatically reversible for continuous playback in 8 hour cycles. Frequency response uniform from 50 to 8,000 cps. Tape speed: 3¾" per second. Reels up to 14" diameter (4800' of tape) with dual track.

Compare—you'll find that PRESTO PB-17A is not only the best buy—but the *best* in long-play units!

ATTENTION BROADCASTERS!
Tape an entire day's program schedule and play it back on the PRESTO PB-17A. Reduce operating costs, insure uninterrupted service.

Send for latest folder on the PB-17A Long-Playing Tape Reproducer.

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WORLD'S FOREMOST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

STAY OF VAIL MILLS DROP-IN ASKED

Court action on WTRI (TV) and WMGT (TV) appeals may set pattern for like pleas of other deintermixture advocates.

THE RIGHT of the FCC to take actions in pending vhf cases while it is in the midst of an allocations hearing was put in question last week before the U. S. Court of Appeals in Washington.

The court was asked by the now dark ch. 35 WTRI (TV) Albany, N. Y., and ch. 19 WMGT (TV) Pittsfield, Mass., to issue a stay against the drop-in of ch. 10 to Vail Mills, N. Y., 20 miles outside of Albany [B•T, Nov. 14].

The case was argued Thursday morning before Circuit Judges E. Barrett Prettyman, David L. Bazelon and Charles A. Danaher.

The court's action, it is presumed, will set the pattern for similar appeals by deintermixture advocates when and if the Commission makes final pending vhf hearing cases (see story, page 72).

Meanwhile, on other allocations fronts:

- First comment on the allocations proceeding was received from E. B. Craney, Pacific northwest broadcaster. Mr. Craney recommanded that the FCC permit co-channel booster where no interference is caused by such operation.
- Although at week's end no formal request for an extension of the Dec. 15 allocations deadline for comments had been received by the FCC, it was understood that several were in the process of being drawn. The Commission stands ready, it was learned, to grant such a request.
- Consulting engineer T. A. M. Craven, former FCC commissioner and chief engineer, declared that engineers were ready to "chart the course" provided the FCC decides what its policy on allocations shall be.
- FCC Chairman George C. McConnaughey declared he hoped that every community with a local radio or newspaper could have a local television station (see separate story page 77).
- Office of Defense Mobilization publicly acknowledged that it had been meeting with the FCC and military services on the question of more vhf channels for television (see separate story page 75).

In the argument on the request for an injunction to force the FCC to hold up the effective date of its ch. 10 drop-in, the uhf stations charged that the FCC had a "private meeting" with CBS during which the network recommended the ch. 10 assignment.

WTRI attorney Paul A. Porter, former FCC chairman, declared that his client had no chance to rebut the CBS recommendation. Mr. Porter also claimed that the FCC action was inconsistent with its rule-making proposal.

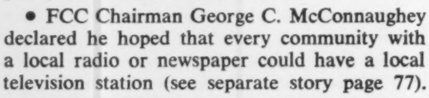
The immediate injury to be suffered by WMGT was the subject of that station's counsel, Vernon Wilkinson. He said conversions had already suffered because of the announcement and that WMGT would be required to go to the expense of filing an application for ch. 10. The Commission is engaged in a squeeze play, he said. On the one hand it forces WMGT to fight the ch. 10 drop-in and on the other it forces it to apply for that frequency, Mr. Wilkinson said.

Warren E. Baker, FCC general counsel, argued that no major injury was being imposed on the two uhf stations. He claimed that the two objectors were "riding two horses at the same time." He said that 50% of the tv owners in the Albany-Schenectady-Troy area were still unconverted and therefore the addition of a second vhf in that area was in the public interest. Mr. Baker also called attention to the fact that the Commission did not have conversations on allocations with CBS alone. It also conferred with ABC, Uhf Industry Coordinating Committee and had received the so-called Mullaney plan. All this was proper, Mr. Baker averred.

WROW-TV Albany, which asked that ch. 10 be assigned to Vail Mills, was represented by Duke Patrick. Mr. Patrick pointed out that WROW-TV asked for the ch. drop-in over a year ago, and there was no allocations proceeding underway then.

In his talk before the Federal Communications Bar Assn., Mr. Craven posed several questions regarding national allocations policy. Nub of these had to do with the policy of competitive services in the metropolitan cities as against the policy of local service to as many smaller communities as possible. He also wondered whether the economics of broadcasting had been considered in the present allocations table.

Vincent B. Welch, a past president of FCBA, discussed the Mullaney plan, which suggested vhf drop-ins with adjustments in powers and antenna heights and the use of directional antennas.



"They both enjoy KRIZ Phoenix—she likes Sinatra and he likes Sibelius."

WWBZ to Fight Revocation; Reports 2-Month Sales Jump

WWBZ Vineland, N. J., which week before last suffered license revocation on grounds horse racing broadcasts aided gamblers [B•T, Dec. 5], will petition for rehearing, Fred M. Wood, WWBZ general manager, has announced.

Mr. Wood described the station's public service record as "second to none." Horse race broadcasts never interfered with the station's public service activities and many times were pre-empted by other programs of community interest, Mr. Wood said. Terming the revocation action "unfair," Mr. Wood warned the decision "can have far-reaching effects."

Businesswise, WWBZ reported that local business was up 31% during October and November compared with the corresponding months of 1954. Featuring music and news, the station is broadcasting from newly constructed studios on Highway 47 between Vineland and Millville, N. J.

Tv Films to Aid Probers

KRCA (TV) Los Angeles and WWJ-TV Detroit, both of which made films of hearings in their respective cities by the Senate Narcotics Subcommittee for showing on news programs, will turn over their films to the subcommittee for special showings.

KRCA news analyst Chet Huntley is using film made of a hearing in Los Angeles and film received from a similar hearing in San Francisco for a four-week series devoted to the narcotics investigation in those cities.

WWJ-TV shot 4,600 feet of film at the one-day Detroit hearing and telecast it the same evening (Nov. 23) on news shows, plus a full hour's exclusive showing the following Sunday.

Sen. Price Daniel (D-Tex.), chairman of the subcommittee, said he will use the film for congressional showings to impress upon legislators the need for new narcotics legislation.

Fixed Hours Asked By Daytime Outlets

DAYTIME broadcasters last week formally asked the FCC to permit them to operate fixed hours, instead of the variable sunrise to sunset periods now required.

Petition, filed by the Daytime Broadcasters Assn., called on the FCC to authorize the 900 daytimers to operate from 5 a.m. (or local sunrise, whichever is earlier) to 7 p.m. (or local sunset, whichever is later).

Under present regulations, daytime stations must accommodate their hours to prevent interference to the dominant clear channel stations on their frequencies. Since this interference occurs only at night, daytime stations have been licensed to begin operating only after local sunrise and must cease at local sunset.

Daytimer Broadcasters Assn. President Jack Younts (WEEB Southern Pines, N. C.) said:

"The Daytime Broadcasters Assn. is fighting against the present local radio blackout. Under present FCC rules, daytime stations cannot go on the air until sunrise, and must go off at sunset. At this time of the year, that means not going on until 7:30 a.m. in some places and going off the air at 4:30 p.m. in some places. This does not make sense to the public who want the kind of local service, local news, local weather and farm reports, which the 900 daytime stations can provide throughout the country."

Mr. Younts said that this makes it impossible for daytime stations to observe a normal business day. He called it a form of "government-dictated business inefficiency."

In its clear channel proceeding, begun in 1945, the Commission listed as one of the issues whether new rules should be drawn up governing hours of operation of Class II stations operating on clear channels.

In 1947, the question of daytime skywave was

IN GEORGIA...
it takes
5 slices
SEE PAGE 83

separated from the clear channel proceeding. Early in 1954, the FCC issued a proposed report suggesting that certain daytime stations be required to begin operating not earlier than 90 minutes after local sunrise and cease operations at least 90 minutes before local sunset. This proposal was never made final.

Daytime Broadcasters Assn. is composed of 175 local daytime radio stations. The petition was filed by Frieda B. Hennock, former FCC commissioner, now with the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa.

CHAIRMAN URGES MORE TV STATIONS

FCC's McConnaughey tells Philadelphia Club he would like to see every town with newspaper and radio outlet also have television studio.

FCC Chairman George C. McConnaughey said last week that he would like every community which now has a local newspaper or radio station to have a television station.

The statement was made by the FCC chairman in a speech before the Poor Richard Club of Philadelphia. The club presented Mr. McConnaughey with its silver medal of achievement for "better understanding and cooperation between government and private enterprise in the field of communications."

Mr. McConnaughey's statement was made in conjunction with his discussion of the uhf-vhf problem. He said that under the present allocations "there are not enough competitive facilities in the largest centers to completely serve the needs of the public or of advertisers."

Even when all pending applications are processed, the FCC chairman said, two-thirds of the 100 leading markets will have only two stations or less.

"I consider this an undue constriction on the scope of network advertising, and of national spot and local advertising as well." Mr. McConnaughey said: "Under our system of broadcasting, this could result in an undue constriction of program choices available to the public. In underserved communities, the public may be effectively deprived of certain programs, either because the program is not shown at all, or is shown at an inconvenient time. Moreover, some program ideas are stillborn because producers or distributors cannot be assured of sufficient station clearances to warrant the heavy investment in quality programming."

There are two conditions for a nationwide, competitive television system, Mr. McConnaughey said. One is more stations in the larger cities, he said, and the other is that "a broad, cross-section of medium and smaller communities have their own local outlets." He referred to the 1,400 communities having their own local newspapers or radio stations, and said he hoped that the economics of the television industry will ultimately permit such a development.

But, he added, "we cannot delay consideration of every constructive suggestion for making available at the earliest possible date competitive assignments in those communities where the economic potential already exists and where entrepreneurs are ready, willing and able to build new stations."

Mr. McConnaughey predicted that tv revenues would amount to $2 billion in 1965, twice what it will be this year. This is predicated on a "national system of color television and to fuller saturation of sets and stations," Mr. McConnaughey said. In 1965, tv advertising should account for 20% of total advertising expenditures; in 1955 it will amount to 10%, he said.

FCC final broadcasting figures for 1954 showed tv with total revenues of $593 million [B•T, Dec. 5].

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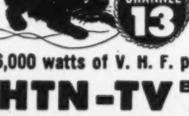
Huntington, W. Va. Huntington 3-0185



Raymondville Am Grant, Newport Shift Recommended

INITIAL DECISIONS recommending a new am station at Raymondville, Tex., and a change of frequency for KNBY Newport, Ark., were handed down last week by FCC Hearing Examiners Annie Neal Huntting and Elizabeth C. Smith.

Examiner Huntting favored Hale Schaleben and Van N. Culpepper for 1240 kc, 250 w unlimited at Raymondville, Tex., and denied the competing application of John F. Thorwald, who sought the same frequency at Harlingen, Tex. An application of KVOZ Laredo, Tex., for a shift of frequency from 1490 to 1240 kc, was denied for default.

Examiner Huntting found that the Raymondville grant, in that it would provide a first station for that city and a first nighttime primary service for a substantial number of persons, would better fill the FCC precept of "equitable distribution of radio service." These factors, the examiner concluded, outweighed the "more efficient utilization of frequencies" which would be realized by grant of the Harlingen proposal. She found that the Harlingen grant would provide a new service to more people, with less interference to existing stations than the Raymondville grant. Harlingen has one radio station (KGBT, 1530 kc unlimited).

A new service to a substantial segment of the population in spite of objectionable interference to existing stations was also used as a gauge by Examiner Smith in her decision which granted the application of KNBY Newport for a cp to move from 1280 to 730 kc.

Examiner Smith found that the frequency switch would cause loss of service to KWRE Warrenton, Mo., and KTRY Bastrop, La., but that those who would suffer loss of service would continue to have a choice of broadcast services, the examiner found.

KNBY would provide a first choice of radio service to Batesville, Ark., a new service to 293,000 persons and would restore the service of KALM Thayer, Mo., to 867 persons, Examiner Smith pointed out. ". . . the need for the proposed service is greater than the need for the service which will be lost by reason of the proposed operation," she concluded.

17,000 square miles is a lot of territory
750,000 people is a lot of TV audience (B Ring)
100,000 watts is a lot of TV power (maximum)
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to reach the
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of the
WACO-TEMPLE
Central Texas Market
FOR RESULTS
K-CENtralize your SALES STORY
on
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Temple, Texas
MAXIMUM POWER ✶ NBC INTERCONNECTED
General Offices:
P. O. BOX 188
Temple, Texas
Studios and Transmitter at Eddy, Texas
(between Waco and Temple)
Sales Office:
Professional Building
Waco, Texas
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National:
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(Benjamin Franklin—250th Anniversary)
Born: January 17, 1706

"THE GENERAL AND THE LOST CAUSE"
(Robert E. Lee)
Born: January 19, 1807

"200th ANNIVERSARY SALUTE TO MOZART"
(Wolfgang Amadeus Mozart)
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Deletion of McNutt Leaves Ft. Wayne Grant Unchanged

REVISION of its record and decision which granted ch. 69 at Ft. Wayne, Ind., to Radio Ft. Wayne Inc. (WANE) was announced by the FCC last week in a memorandum opinion and order—but the end result of the decision was unchanged. Revisions were made to reflect the death of Paul V. McNutt, former partner of James R. Fleming in Anthony Wayne Broadcasting Co., losing applicant in the Ft. Wayne proceeding.

The final decision favoring WANE was issued Sept. 29, 1954, after the FCC reversed a hearing examiner's initial decision in favor of Anthony Wayne. The Commission found that Messrs. Fleming and McNutt were parties to questionable newspaper advertising practices which would be in conflict with their responsibilities as licensee of a broadcast station.

An appeal from the final decision was pending before the U. S. Court of Appeals when Mr. McNutt died. The court remanded the case to the FCC to determine the effect of Mr. McNutt's death upon the proceeding.

Anthony Wayne contended that the remand order implied that Mr. McNutt's death removed the sole basis for denying its application—purported questionable ad practices attributable to a partnership. WANE countered that Mr. Fleming's position was unimproved by Mr. McNutt's death.

Nebraska Newspapers Protest FCC Grant for Am in O'Neill

FOUR Nebraska newspapers last week filed a joint "economic protest" to the grant of a construction permit for a new am station at O'Neill, Neb. The newspapers, in a petition to the FCC, claimed that advertising revenues diverted by a new station might cause one or more newspapers to go out of business.

The newspapers also charged that the applicant violated FCC rules by starting construction on the proposed station prior to the date of his grant.

Requesting the FCC to reconsider the grant to Holt County Broadcasting Corp. of 1400 kc, 1 kw unlimited, the newspapers petitioned as Holt County Publishers Assn. The protestants are: *Holt County Independent* and the *O'Neill Frontier*, both O'Neill; *Atkinson Graphic*, Atkinson, and *Stuart Advocate*, Stuart.

Their total advertising revenue is about $70,000 yearly, the newspapers said, most of which is local business. A diversion of $35,000 (the proposed station's expected revenue) would present a reasonable risk that one or more of the newspapers would be forced to cease operation, the protestants said. WJAG Norfolk, Neb., and WNAX Yankton, S. D., provide ample service to Holt County, day and night, respectively, the protestants said.

The newspapers pointed out that the joint applicants for the O'Neill station—Robert D. LaRue Sr. and Russell M. Stewart—own interests in competing stations in Ft. Morgan and Sterling, Colo., posing a question of concentration of control in those cities. Mr. LaRue owns 8.59% of KFTM Ft. Morgan; Mr. Stewart is 16⅔% owner of KOLR Sterling.

Camden, Ark., Assignment Denial Made Final by FCC

ASSIGNMENT of KPLN Camden, Ark., from Leo Howard to D. R. James Jr., which was granted in 1953 by the FCC, was denied by the Commission last week in an order making effective immediately an initial decision by Hearing Examiner Elizabeth C. Smith, which recommended denial of assignment and revocation of the station's permit [B•T, Nov. 28].

Examiner Smith found that Mr. Howard's applications for construction and assignment were marked by "inconsistencies, misrepresentations and concealment of material facts." No exceptions were filed to the initial decision.

The hearing was ordered by the U. S. Court of Appeals which said the FCC erred in not making KAMD Camden—which protested the assignment—a party in interest to the original proceeding. KAMD appealed to the court. Following the court action, the FCC ordered KPLN to cease operation, pending outcome of the hearing. The station has been off the air since April 30.

FCC Sets Milton Hearing

GRANT of a new am station at Milton, Pa., was set for hearing Jan. 23, 1956, by the FCC last week on protests of WMLP Milton and WLYC Williamsport [B•T, Nov. 28]. The grant, to Williamsport Radio Broadcasting Assoc. Inc., for 1380 kc, 1 kw day, was protested on grounds of signal overlap between the proposed station and WWPA Williamsport, owned by the same interests. Protestants also charged that the grant violates the FCC diversification policy as Grit Publishing Co. (*The Grit*) owns 10% of applicant. The burden of proof in the protest rests with WMLP and WLYC.

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OFFICES IN
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NBC Appeals to Courts On FCC WGR-TV Ruling

NBC has turned to the courts in an attempt to overrule the FCC's action in accepting the protest of ch. 2 WGR-TV Buffalo, N. Y., against the network's $312,500 purchase of ch. 17 WBUF-TV Buffalo.

The FCC approved the sale last September. After WGR-TV protested, the Commission designated the protest for Dec. 19 hearing [B•T, Nov. 7]. It did not stay the sale approval.

NBC claimed that WGR-TV was not a party in interest and that it had not detailed its allegations with "particularity." It also claimed that the FCC violated the protest provision of the Communications Act by considering new, different and additional allegations filed by WGR-TV after the expiration of the 30-day protest period. The network held that the Commission erred in designating the protest for hearing because even if the allegations were proved true they would not constitute grounds for a denial.

The appeal, filed with the U. S. Court of Appeals in Washington, asked that the FCC's order be judged invalid and reversed.

In its appeal, NBC claimed that WGR-TV leases to WBUF-TV the quarters used by the ch. 17 station and that WGR-TV has refused to permit WBUF-TV to assign the lease to NBC.

In its purchase contract with WBUF-TV, there is a provision that WBUF-TV will remain on the air until Dec. 31 unless NBC takes over before that time. WBUF-TV suspended operations for a short time before the NBC sale was announced.

Those Sunspots Are Back; Beware of Freak Reception

THE FCC took cognizance of sunspot-caused long distance interference last week and issued a communique which warned that it was going to get worse before it gets better.

Referring to numerous reports of long distance interference to the mobile services between 25 and 50 mc, the Commission said the services most seriously affected are the industrial, land transportation, public safety, domestic public and remote pickup mobile services.

Although the lower tv bands may be affected slightly, it was pointed out, those in the higher bands should not feel this interference.

These "skip" signals, the FCC said, are due to the reflection of radio signals from the upper layer of the ionosphere caused by the rise of the sunspot cycle. The sunspot cycle runs an eleven year course, it was pointed out, and will reach its peak in the winter of 1957-58. Thus transmitters separated by hundreds and thousands of miles on the same frequencies may be expected to interfere with each other.

The Commission acknowledged that it was receiving complaints far and wide. In Louisville, Ky., for example, the police chief said his scout cars had to park next to fire stations in order to use telephones while their radio communications were "out" for hours.

In its release, the Commission urged mobile services to "give serious consideration" to using higher frequencies in order to escape the consequences of sunspot activity. The FCC referred users to National Bureau of Standards Publications D and F for the 1937-38 sunspot period, to the February 1947 Proceedings of the Institute of Radio Engineers, and to the forthcoming issue of the Transactions of the IRE Professional Group on Vehicular Communications.

KWTX-TV COVERS MURDER TRIAL LIVE, SETS PRECEDENT IN COURTROOM ACCESS

Waco, Tex., station had a camera trained on a full week's proceeding of district court case, wins praise for inconspicuous and dignified coverage. Observers say test proves tv can cover judicial events without disturbing decorum or jeopardizing rights of participants.

TELEVISION met a historic legal test in Waco, Tex., last week, emerging from coverage of a murder case with acclaim from the trial judge, prosecuting attorney, defendant, defense attorney, law school dean and the viewing public.

Decision of KWTX-TV Waco to ask District Judge D. W. Bartlett for permission to cover the murder trial of Harry Washburn was reached by M. N. (Buddy) Bostick, vice president and general manager of the station.

Lacking any precedent in a situation where precedent is sacred, KWTX-TV found its persistence rewarded with a grant of permission to place a camera in the courtroom and give complete live coverage of proceedings.

At the end of the week KWTX-TV took a breather and its staff had time to read reams of newspaper and magazine clippings. The simple job of keeping a camera operating with normal courtroom lighting gave the public and the legal profession one of the most important public service programs in history—a program that is bound to become significant in the struggle of television for equal access to news events.

KWTX-TV cancelled commercials during the courtroom proceedings. Even night commercials were cancelled Wednesday when the trial didn't recess until 9 p.m.

While no official cost figure was given, it is believed the station gave up at least $10,000 in commercial hours.

The coverage bore out favorable predictions made last August when a test telecast was staged before the House of Delegates of the American Bar Assn., meeting at Philadelphia [B•T, Aug. 29].

Oft-voiced fears that judges, counsel and witnesses might be guilty of mugging, or that rights of a defendant might be jeopardized, were shown to be groundless in the Waco telecast. If anything, courtroom decorum was improved, according to some of the legal observers. Judge Bartlett pointed out the telecast contained none of the editorializing inherent in any newspaper coverage of a trial.

Bill Stinson, local news editor of KWTX-TV, secured permission to televise this murder trial after Judge Bartlett met with both the state's attorneys and the defense attorneys. All agreed to the telecast.

According to Mr. Bostick this meant cancelling a number of network shows, local programs and meant going on the air at 9 a.m. with the opening of each daily session of the trial (the station's regular opening time is 12 noon).

The telecast brought American courts into the home and gave citizens the opportunity to see judges, lawyers, witnesses, accusers and accused, and make their own appraisal of the decisions of justice, General Manager Bostick pointed out.

The only lighting changes made were the replacement of some 50 w bulbs with 100 w bulbs. Microphones were placed on the floor of the courtroom—one between the witness stand and the district judge, another in the area of the prosecuting attorney, and the third in the area of the defense attorneys. A fourth microphone was used by Mr. Stinson.

One RCA field camera was placed in the rear left balcony of the courtroom above and behind the jury. The other television equipment necessary was also placed on the balcony level. All members of the staff remained off the courtroom floor and remained as inconspicuous as possible on the balcony of the courtroom, Mr. Bostick said.

No editorial comment was made about reactions of witnesses or other participants. No conjecture was made as to what would happen.

AP and UP carried the story on their national wires that the station was to televise the trial.

When the trial opened Tuesday morning, representatives from the tv networks, news services, magazines and television stations in Texas, were in Waco making picture reports.

The AP carried an average of six KWTX-TV pictures a day and UP asked the station for full comment and coverage of the trial. Four London newspapers—*Courier, Mail, Mirror* and *Daily Times* contacted KWTX-TV for stories. *The New York Daily News* gave half its front page to KWTX-TV's coverage, including an editorial cartoon showing the KWTX-TV camera as the 13th juror.

One Waco housewife, Mrs. Jane Dover stated: "I have always dreaded being called for jury service, but since I have watched this murder trial on television, I now feel I am not a stranger to the courtroom and would now gladly serve on a jury."

Baylor University made public announcements to classes about the trial, recommending that it be watched whenever possible.

Civics classes throughout Central Texas seized the opportunity to view a trial in action.

Law classes at Baylor U. set aside their regular classes to view the trial on television and Abner McCall, Dean of Baylor Law School, stated, "I believe the televising of this trial has improved the decorum in the courtroom and the general demeanor of the witnesses."

At the request of the Texas Bar Assn., Dean McCall is compiling a complete story of the telecast trial for the Texas bar.

The technical set-up was supervised by the chief engineer of KWTX-TV, Jesse Dove. Production was under the supervision of local news director Stinson and program director Gene Lewis.

In a statement to Mr. Lewis, Harry Washburn, the defendant, stated: "I am glad you

FROM an obscure vantage point in the balcony the KWTX-TV camera reports the progress of the trial presided over by District Judge D. W. Bartlett.

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people are televising this trial. I only wish that the people of San Angelo, Texas, could view it on television."

The murder was committed in San Angelo, and the trial was transferred to McLennan County. The defendant is accused of killing his former mother-in-law, Mrs. Helen Harris Weaver, by planting a bomb in her car in San Angelo in January 1955.

Judge Bartlett said, "The reason that I have let this case be covered by television is that I think under the theory of free speech that this is just an advancement of what we have always covered in the past by reporters who come in and get their version, take some of the testimony down, put their interpretation on it and run it in the papers. And I believe, as a matter of fact, that the picture will depict more completely and more accurately what actually takes place than someone's interpretation regardless of how fair they are trying to be in trying to pick up and report what they had heard in the courtroom.

"It certainly won't bring up any personal interest stories and won't be edited in any way. The picture will only reflect the facts and testimony that develop and show the actual procedure in court without any edging or interpretation on it. If it can do that under our theory of free speech, I think it is entirely admissible."

Judge Bartlett was asked if he had seen any evidence of lack of decorum in the courtroom during the television coverage, and he replied: "I have not. The boys have all been very cooperative. I instructed them in the beginning to not try to make a picture show or demonstration out of this or to do anything that would affect the verdict of the jury, but merely give the public the facts that would develop and the evidence as it comes from the witness stand. They have all cooperated a hundred percent in that respect and I have not noticed anything that would in any way interfere with the administration of justice. I don't think anyone could object to the television being run while this is on. It is perfectly quiet, it's outside the jury, and there's been perfect decorum of all concerned, and I don't think there would be any reflection on any court to have this television carried on as it has been carried on in this court."

Judge Bartlett was asked if he planned to allow the televising of any future trials in his court and he replied: "Any case where the public is interested enough for the television people to be interested in coming down here and telecast it, I will be interested in letting them do it."

Just a fortnight before the Waco trial, WTMJ-TV Milwaukee had been allowed to take news film in a Milwaukee municipal court. Judge Herbert Steffes, who presided at the arraignment of two persons accused in the holdup slaying of a tavern keeper, termed the action "an experiment." He said he did not believe the presence of a camera had disturbed proceedings.

Trial Telecast Rapped

A STRONG juridical voice was heard in opposition to last week's telecasting of a murder trial by KWTX (TV) Waco, Tex. Chief Justice W. H. Duckworth, of the Georgia Supreme Court, told United Press he considered live tv coverage of a murder "a bull fight." He said he believed in the right of a "free and unshackled press" to report trial proceedings to the public but felt a live telecast was "going hog wild." The chief justice is chairman of The Conferences of Chief Justices of the United States. He denounced the trial as a "stage show."

At about the same time, WDSU-TV New Orleans demonstrated tv coverage technique at a regional meeting of the American Bar Assn. At the meeting, Robert D. Swezey, WDSU-TV executive vice president and general manager, appealed for radio-tv admission to the courts [B•T, Dec. 5].

The **Dallas Times** quoted Criminal District Judge J. Frank Wilson, Baylor law school classmate of Judge Bartlett, as saying last Tuesday he was flatly opposed to the trial telecast. District Attorney Wade was quoted in the Times as opposed to tv in courtrooms as a general practice, feeling it hurts the state more than the defendant because it makes a spectacle of the trial, which a jury would hold against the state rather than the defendant.

Detroit Paper Strike Not Affecting Sales

Radio-tv billings rise as advertisers seek outlets to replace printed medium dried up by labor dispute. Sales normal for holiday season.

RETAIL BUSINESS in Detroit is excellent despite the weeklong shutdown of all daily newspapers in the city.

The surge of holiday buying at department stores, specialty shops and other retail outlets continued last week as radio and tv stations overhauled their logs to meet the demands of merchants.

Retailers, agencies and others in the field paid tribute to the two media for their role in keeping the public informed and interested in holiday buying.

Charles Boyd, secretary of the Detroit Retail Merchants Assn., told B•T that November retail business ran 4-5% ahead of November 1954, holiday buying having started a week ahead of last year. Sales last week were "excellent, about even with last December," he said.

"Radio and tv are having a valuable effect for many stores," Mr. Boyd continued. "They are doing a marvelous job, adjusting schedules to squeeze in everyone. Retailers are using radio beyond anticipation, especially item spots. Many favorable comments have been heard from women, some of them explaining they have been getting more Christmas ideas from radio than they ever received from newspapers."

Factors in the situation, Mr. Boyd said, are record payrolls, record Christmas savings payments and a lack of fear of unemployment.

An agency executive, Richard Werner, president of Castle-Werner said radio and tv are "a wonderful success." Sears, Roebuck, he said, is using practically every radio and tv station to attain complete coverage. The stores are "doing fine," he said, adding that another client of the agency, Montgomery Ward, "is not feeling the strike."

William B. Bond, advertising manager of J. L. Hudson Co., one of the nation's largest department stores, told B•T sales are holding up "extremely well." He added, "We aren't losing any business but it would be hard to tell if sales would be higher without a strike." This situation exists generally in Detroit, he said.

Mr. Bond said the "traditional buying surge was already underway, with momentum from past advertising one of the factors to be considered.

"General department stores and specialty shops with established customers are not hurt," he said, "but stores relying on high-pressure promotion might feel the absence of newspapers.

"Considerable advertising money is going into radio," according to Mr. Bond. "This is an important factor in maintaining the buying trend. We consider radio more than a source of news and entertainment. It has a concentrated listening audience. J. L. Hudson Co. is not using tv, feeling it can spread the money farther by radio spots and strips.

"Our advertising is 'aimed institutional' and item promotion. The former explains, for example, what hours the store is open at night. The item promotion is a morale builder and internal store stimulant and helps show typical items. The last two or three days there has been less item promotion, with the time used to tell ideas and storewide stories."

All Detroit stations reported they had torn up schedules to accommodate retailer requests for time. Fred A. Knorr, president of WKMH Detroit, said the station "was sold out before the strike," but cleared all possible time. A series of newscasts on the half-hour was added, with J. L. Hudson Co. as sponsor. WKMH runs on-the-hour news but felt the public wanted more radio news during the newspaper strike.

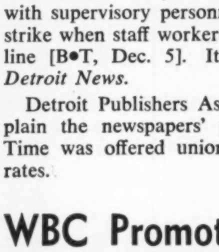
The Federal chain, Sam's department stores, Ernst Kern Co. and others have been among larger retail units buying radio and tv time.

WWJ-AM-TV operations were described as normal last week, the station having operated with supervisory personnel the first day of the strike when staff workers did not cross a picket line [B•T, Dec. 5]. It is affiliated with the *Detroit News*.

Detroit Publishers Assn. bought time to explain the newspapers' position in the strike. Time was offered union officials at the same rates.

WBC Promotes Teter To Newly Created Post

ROBERT H. TETER, general manager of KYW Philadelphia since last October, has been named to the newly created position at Westinghouse Broadcasting Co. of executive assistant to President Donald H. McGannon and will headquarter in WBC's New York executive offices.



MR. TETER

Mr. McGannon was vice president and general executive of the company before he was elected Nov. 15 as the successor to Chris J. Witting, who moved up in an executive capacity with the parent company.

In its announcement last week, WBC said that Mr. Teter's successor at KYW will be announced in the "near future." Mr. Teter, a veteran of 14 years in advertising and radio at Philadelphia, was credited by WBC with a "major share" of the station's billing gains in 1955 of 18% in local sales and 23% in national spot sales compared to the previous year.

Storer Co. Promotes WXEL (TV)'s Wickham

APPOINTMENT of Ben Wickham, program manager of WXEL (TV) Cleveland, to managing director of that station was announced last week by William E. Rine, northern district vice president of the Storer Broadcasting Co.

MR. WICKHAM

Mr. Wickham, who is 42, joined WXEL in 1952, after 15 years on the editorial staff of the *Cleveland Daily News*, where he served as columnist, promotion director, radio-tv editor and city editor. During World War II Mr. Wickham served three years in the Navy, including overseas duty in the South Pacific with a naval air group. He was born in Norwalk, Ohio, but has lived in Cleveland since his early childhood.

Storer Broadcasting acquired WXEL a year ago with station WJW. A major renovation project is underway in downtown Cleveland for the complete reconstruction of WXEL and WJW studios and offices. The building is expected to be completed early in 1956. WXEL became a basic affiliate of the CBS-TV network in March of this year.

WNBQ (TV) Color Plans Key Merchandise Mart Promotion

NBC's color conversion plans for its o&o WNBQ (TV) Chicago will be a major part of an extensive development and promotion program in 1956 for the city's Merchandise Mart, it was announced Tuesday by Joseph Kennedy, owner of the world's largest commercial building.

Mr. Kennedy simultaneously announced the appointment of Thomas King, formerly publicity director for the Chicago Stadium, as vice president in charge of advertising, marketing and promotion.

Development plans include conversion of the roof area into color studios for WNBQ (TV).

KDUB Appoints Branham Co.

THE BRANHAM Co. has been appointed station representative for KDUB-AM-TV Lubbock, Tex., and KPAR-TV (KDUB-TV's satellite), which will go on the air on ch. 12 in Sweetwater-Abilene, Tex., in mid-January, it was announced last week. W. D. (Dub) Rogers Jr. is president and general manager of Texas Telecasting Inc., licensee of the stations.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS

50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-0405

All Inquiries Confidential

WITH Goes West

SALES presentation story of WITH Baltimore was related to Los Angeles agency timebuyers Wednesday at a luncheon meeting held in the Beverly Hilton Hotel, Beverly Hills. R. C. Embry, vice president and commercial manager of the Thomas G. Tinsley station, was host.

New WRCA-TV Dividend Plan Encourages 52-Week Buying

AS A MEANS of encouraging advertisers to purchase tv time on a 52-week basis, WRCA-TV New York last week instituted a new sales plan to be known as the "52-week double dividend."

Hamilton Shea, vice president of NBC in charge of WRCA-AM-TV, explained that an advertiser who purchases 52 weeks of the "14-50" plan will, during the period between June and September, be given a dividend equal to the expenditure of advertising in that particular period. He said the "14-50" plan applied to the new "double dividend" plan in this way; an advertiser who purchases fourteen 10 or 20-second station breaks during a week on a 52-week basis will receive a 50% discount on the purchases in all time periods except Class AAA time.

Palmetto Elects McElveen

H. MOODY McELVEEN Jr., general manager of WNOK-AM-TV Columbia, S. C., has been elected a vice president of the parent corporation, Palmetto Radio Corp. Mr. McElveen joined WNOK in 1947 and was named manager a year later. When tv operations were started in 1953, he assumed managership of both operations.

MR. McELVEEN

Mr. McElveen also is executive vice president of WORD Inc., owner of WORD Spartanburg, S. C.

WCAU-TV Color Development

METHOD of telecasting opaque color photographs, trade marks and small packaged consumer items was announced by WCAU-TV Philadelphia last week. According to John G. Leitch, engineering vice president of the *Philadelphia Bulletin* station, this is accomplished by adding a "unique" optical unit to the current RCA 3-V camera system for colorcasting films and slides. The unit has a 12-in. focal depth and in many cases eliminates the need for using live color cameras to demonstrate products in use. The system is used for color commerials.

KGLN to 1 Kw, 980 Kc

KGLN Glenwood Springs, Colo., increased its power Dec. 4 from 250 w to 1 kw and changed from 1340 kc to 980 kc, according to Rex Howell, president. The station also is using a new Gates transmitter and a new 260-ft. tower.

the SWING is to...
ABC
and
KMBC-TV
Kansas City's Most Powerful TV Station

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

Somewhere Every Day

Radio and Television Stations are accused of Committing

LIBEL
SLANDER
PIRACY
PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

based upon acts of Station, Staff, Announcers, Speakers, Performers, Commentators

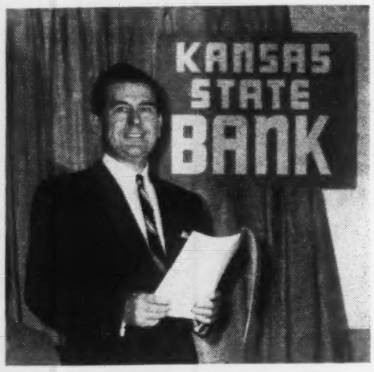
You can't predict claims—
BUT YOU CAN INSURE
effectively against embarrassing loss by having our unique policy at almost trifling cost.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

Do-It-Yourself

KEN JOHNSON, vice president of Kansas State Bank, Wichita, has been doing his firm's commercials since it began sponsoring the *Liberace Show* (alternating with Wichita Federal Savings & Loan Assn., Sunday, 6-6:30 p.m.) on KTVH (TV) Hutchinson, Kan.

The commercials, given from KTVH's remote studio in Wichita, have shown customers how to open a checking account, savings account, bank by mail, borrow money, and have taken viewers on a guided tour of the bank.



"We at Kansas State Bank believe that the success of our commercials is due to the fact that staff members represent the bank on the air, giving the tv audience a chance to meet the people who will serve them and to show the actual services available," Mr. Johnson stated.

John C. Treacy to Manage NBC Spot Sales in Detroit

JOHN C. TREACY, formerly in charge of NBC Spot Sales' Cleveland office, has been transferred to Detroit to head tv sales there as manager, according to Thomas B. McFadden, vice president of NBC Spot Sales. Mr. Treacy replaces Allan Kerr, who has resigned. For the present, sales activity in Cleveland will be handled from Detroit, Mr. McFadden said. At the same time, appointment of Harriet Feinberg as radio promotion supervisor of NBC Spot Sales in New York was announced by Wilbur Fromm, manager of advertising and promotion of Spot Sales. She formerly was advertising and promotion manager of WABC-AM-TV New York.

Bashaw New KFH Manager

KFH-AM-FM Wichita, Kan., Sales Manager Thomas P. Bashaw has been named general manager of the stations, succeeding the late Frank V. Webb [B•T, Dec. 5], the board of directors has reported.

MR. BASHAW

Mr. Bashaw has been associated with radio for 23 years and has been with the *Wichita Eagle* station since 1949 first as program director and later in the sales division. Mr. Bashaw previously was with WMAQ, WLS and NBC, all in Chicago.

WPRS Protests 'Commercial' In 'National Guard Show'

WPRS Paris, Ill., has lodged a protest with the National Guard for "throwing in a plug for a commercial product" in the *National Guard Show*, which WPRS carries as a public service.

In a letter to the Guard, A. C. Ferguson Jr., WPRS general manager, stated, "If, in the future, commercial products are to be used in the National Guard shows please remove this station from your mailing list." Mr. Ferguson was referring specifically to program No. 106, "Let's Go to Town," which he said contained a plug for two tooth pastes.

STATION SHORTS

Independent Television Inc., licensee of WITI-TV Whitefish Bay, Wis. (ch. 6), announces construction underway on its studios, following completion of 1,046-ft. tower in less than four weeks.

KEPR-TV Pasco, Wash., satellite of KIMA-TV Yakima, Wash., showed new studios to more than 500 visitors at open house Dec. 4.

WWJ-TV Detroit is encouraging advertisers to use color film and slides by offering color at no extra cost through end of this year. Station describes its color facilities in new brochure detailing regular WWJ-TV color shows and color adjacencies with network colorcasts.

Construction has started on a new building housing studios and offices of WDVA Danville, Va., with completion scheduled for early June 1956, according to Emerson J. Pryor, vice president-general manager.

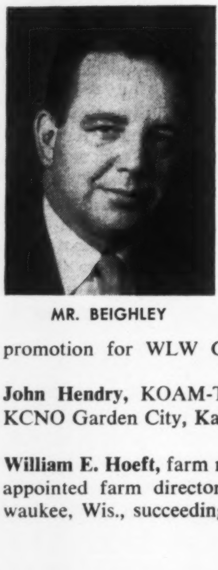
REPRESENTATIVE APPOINTMENTS

WNAM Neenah, Wis., names John E. Pearson Co., N. Y., national representative.

KDUB-AM-TV Lubbock, Tex., appoints The Branham Co., N. Y., for national radio-tv representation. KPAR-TV Sweetwater, planned as satellite of KDUB-TV, will also be represented by Branham, when it goes on air.

STATION PEOPLE

Sid Beighley appointed local sales manager, WMBR Jacksonville, Fla. He has been in radio 16 years.


MR. BEIGHLEY

Gene E. Stout, Philadelphia editor, *Tv Guide* magazine, to WPTZ (TV) Philadelphia as publicity director. Miss Stout succeeding Fred E. Walker, now general manager, WTTM Trenton, N. J.

Robert H. Kimball appointed director of promotion for WLW Cincinnati.

John Hendry, KOAM-TV Pittsburg, Kan., to KCNO Garden City, Kan., as news director.

William E. Hoeft, farm management consultant, appointed farm director, WTMJ-AM-TV Milwaukee, Wis., succeeding late Hugo Murray.

Bob Davis, KORE Eugene, Ore., to KVAN Vancouver, Wash., as local sales manager. He has spent 11 years in radio with midwest and western stations.

MR. DAVIS

Jack Wells, production and programming coordinator, KCSJ-AM-TV Pueblo, Colo., to KGA Spokane, Wash., as station coordinator.

Jim Hawkins and **Bill Greene** to KTVW (TV) Seattle as account executives.

Bruce M. Johns, former floor manager, WBNS-TV Columbus, Ohio, to WTVN-TV Columbus, as promotion and publicity manager.

Lincoln A. Mayo, tv operations staff, NBC, N. Y., to sales and production manager of Upper Michigan-Wisconsin Bcstg. Co. From WJMS Ironwood, Mich., headquarters, he will supervise sales and production of WATW Ashland, Wis., and WIKB Iron River, Mich.

Texas Bill Strength, recording artist and disc jockey, KWEN Memphis, and **John C. Talley,** disc jockey, WHOO Orlando, Fla., to KEYD Minneapolis.

Keith Mathers, radio-tv director, Lowe Runkle Co., Oklahoma City advertising agency, returns to WKY-AM-TV Oklahoma City as public relations director, replacing **Wally Kinnan,** now chief meteorologist for station. Before joining Lowe Runkle Mr. Mathers was assistant program manager of WKY-TV.

MR. MATHERS

Bernard L. Thomas transfers as account executive from WNDU South Bend, Ind., to WNDU-TV.

Ken Lawrence, chief announcer, WNEM-TV Bay City, Mich., appointed to station's specialty sales staff.

Lou Steele, WPAT Patterson, N. J., staff announcer, to WABD (TV) N. Y., in same capacity.

Bill Jaeger and **Dave Robinson** to WFBR Baltimore as announcers. **George W. Slade** to WFBR local sales staff.

2,500 Spots on KNX

KNX Los Angeles sold over 2,500 local and spot announcements during the week of Nov. 30, to be carried over a period of from 4 to 52 weeks, according to Donald M. Ross, general sales manager. Highlighting the surge of spot business was a 26-week contract from Lever Bros. for Pepsodent tooth paste and 416 spots from General Foods for Instant Maxwell House coffee over a three-week period.

'Forgotten' Men Aided

BOB DeHAVEN, WCCO Minneapolis, has helped 13 inmates of the Minnesota State Prison secure jobs they needed to be granted paroles.

Mr. DeHaven, on his *As You Like It* program (Monday, 7:05-8 p.m.), interviews two inmates each week who are eligible for parole. Nine have been placed on farms, one each as a baker, cook, linotype operator and employment agency worker.

Bernard E. Nash, resident parole agent, said the project has made a great contribution in improving the psychological atmosphere at the prison. "It has given all the men the feeling that someone cares about them and is looking at them as individuals rather than forgotten men," he said.

Al Nobel, to KQV Pittsburgh, Pa., talent staff.

Mrs. Ellen Weinstein, J. Wilner Advertising Agency, Baltimore, to WAAM (TV) Baltimore promotion and publicity department.

Hugh Hall, KSYD Wichita Falls, Tex., to KMIL Cameron, Tex., as head disc jockey.

Jerry Williams, former program director at WKDN Camden, N. J., to program continuity department, WPEN Philadelphia.

Jerry Patterson to WIST Charlotte, N. C. Miss Patterson formerly was with WBT Charlotte.

Lee Berg, announcer, WOW Omaha, Neb., to KOA Denver announcing staff.

Bill Ballance to KFWB Los Angeles as disc jockey.

George Bryson and **Mark Scott** selected to handle coverage of Cincinnati Reds baseball games on WLWT (TV) Cincinnati.

Victor C. Diehm, head of Vic Diehm Assoc. (WVDA Boston; WAZL-AM-FM-TV Hazelton, Pa.; WIDE Biddeford, Me.; WHOL Allentown, Pa., and WHLM Bloomsburg, Pa.), elected to fifth term as president of Northeastern Pennsylvania Industrial Committee.

Robert W. Ferguson, executive vice president and general manager, WTRF-TV Wheeling, W. Va., elected to board of trustees of Oglebay Institute, Wheeling.

Ben Paschall, manager and part owner, KAFY Bakersfield, Calif., elected member of board of Kern County Philharmonic Society.

Sidney Wallach, news writer-producer, KABC-TV Los Angeles, father of boy, Jan Josef, Nov. 29.

Ed Cotter, sales staff, WMAQ Chicago, father of boy, Kenneth. **Charles Dyer,** sales department, WNBQ (TV) Chicago, father of boy, Charles III.

Anne Keefe, *Hometown* personality, WHAM-AM-TV Rochester, N. Y., mother of girl, Molly, Nov. 29.

IN GEORGIA
you can
have your cake
...and eat it, too

Sheraton Plans Color; Theatre Inc. Sales Up

SIGNS of increasing activity in the closed-circuit tv field appeared last week when Sheraton Closed Circuit Television Inc. announced plans for the "first coast-to-coast closed circuit color television network," and Theatre Network Television Inc. disclosed that sales in the last few weeks have totaled more than $1.2 million.

William Rosensohn, executive vice president of the Sheraton Corp. of America subsidiary, said about 50 hotels will be linked in its coast-to-coast operation by Feb. 1, 1956, and about 50 more hotels will be added to the network by June 1956. He said the network will be available for use by business and industry and will be of particular value in the soft goods fields, "in which color plays such an important part in the presentation of products."

Mr. Rosensohn reported that Sheraton Television recently signed a contract with RCA for delivery of color tv projection equipment capable of producing a picture 15 by 20 feet. The first installation will be made in the Sheraton Astor in New York about the first of next month, he said.

TNT, meanwhile, has signed contracts for 10 multi-city telecasts from Dec. 21 to next April 21, according to Nathan L. Halpern, president. These include four programs ordered by the Upjohn Co. (pharmaceuticals), Kalamazoo, Mich., as a public relations project directed to physicians; two telecasts booked by the General Electric Co. for reports on new trade developments; a program for Smith, Kline & French Labs., Philadelphia, and programs for two major companies, details of which will be disclosed later. Another TNT telecast will serve the Republican National Committee on Jan. 20 when $100-a-plate "Salute to Eisenhower" dinners in 50 cities will be linked together by TNT facilities.

Feature Foods Plan Extends Services to Four Stations

FEATURE Merchandising Inc., Chicago, plans to extend its Feature Foods plan to stations in at least four other markets by Jan. 15, it was reported by Lyman L. Weld, president of the organization.

The merchandising service will be made available through WMBD Peoria, Ill.; WBOW Terre Haute and WGBF Evansville, both Ind., by Jan. 1 and is expected to start on WITH Baltimore by Jan. 15, according to Mr. Weld.

The food plan, now being carried by KYW Philadelphia, WGN Chicago, WHO Des Moines, KCMO Kansas City and WITY Danville, also covers drugs when they are carried by food outlets.

RCA Thesaurus Adds 16

RCA THESAURUS, radio station transcription library, last week announced 16 new subscribers. They are: WKLC St. Albans, W. Va.; KULA Honolulu; KJBS San Francisco; KGIL San Fernando, Calif.; WKRZ Oil City, Pa.; WNCC Bornesboro, Pa.; KIXL Dallas; WJPA Washington, Pa.; WDRF Chester Pa.; KGDE Fergus Falls, Minn.; KVHC O'Neill, Neb.; KMYR Denver; WIS Columbia, S. C.; KCRV Caruthersville, Mo.; WDEL Wilmington, Del., and WORK York, Pa.

World Promotes Basketball

A NEW PACKAGE of five recorded basketball game promotion aids is being released to station subscribers by World Bcstg. System, New York. The package, designed to attract listeners to winter sports coverage, includes musical themes, lead-ins to basketball schedules, scoreboards and songs to promote future games.

PROGRAM SERVICES SHORTS

Associated Press begins Photofax service to KFSD-TV San Diego, Calif., Dec. 21.

Charles Michelson Inc., N. Y., appointed exclusive U. S. program buyer by Television Corp. Ltd. of Sydney, Australia, and New Melbourne Herald Television Station, Australia.

PROGRAM SERVICE PEOPLE

Tony Ford rejoined Walt Framer Productions (creator-producer, *Strike It Rich, The Big Payoff* and promotion-publicity subsidiaries), N. Y., in new capacity of creative sales and production manager.

Francis R. Williams, United Press assistant superintendent of telegraph, appointed superintendent, succeeding **J. L. Hoppes,** who died recently. Mr. Williams had charge of UP communications during 1944-48-52 national political conventions.

L. B. Wilson
INCORPORATED
WCKY
CINCINNATI O.

—an old Cincinnati Habit:
—listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audienoe

*Sept.-Oct. Pulse

BUY WCKY

Texas School District Asks Reserved Channel Be Released

THE Bryan (Tex.) Independent School District last week asked the FCC to make available for commerical purposes reserved educational ch. 3 at College Station, Tex.

In a statement supporting the petition of John M. Lawrence III, who requested removal of the reserved channel with possible reassignment to an available uhf channel [B•T, July 18], the educational group said there appears no chance—now or in the foreseeable future—for the group to make use of the reserved channel.

Mr. Lawrence and his associates have offered to make public service time available for use by the school district and other educational institutions if the reserved channel is deleted, the group said, adding it would be better to have educational shows on a commercial station than an unused reserved channel and no educational programs.

Six Employes Designated By RCA to Get Fellowships

SIX RCA AND NBC employes were named last week to receive RCA Fellowships for the current academic year by Dr. C. B. Jolliffe, RCA vice president and technical director. Each fellowship, designed to encourage employes to work towards advanced degrees in subjects related to the electronics industry, carries a grant of $3,500, including $2,100 for living expenses, $650 for tuition and $750 as an unrestricted university gift.

Named were Robert E. Flory, RCA Labs, Princeton, N. J., for graduate work at the U. of Pennsylvania; George L. Kasyk, RCA Labs, Princeton, for doctorate work at Massachusetts Institute of Technology; William J. Hannan, RCA Commercial Electronics Products, Camden, N. J., for doctorate studies at the Brooklyn Polytechnic Institute; David J. Lobel, RCA Defense Electronics Products, Camden, for graduate studies at the U. of Pennsylvania; Wheeler Johnson, RCA Tube Div., Harrison, N. J., for graduate work at M.I.T., and Franklin M. Skinner Jr., NBC guest relations, New York, for graduate work in scenic design at Yale U.'s School of Drama.

Michigan U. Plans Conference

MICHIGAN STATE U.'s Dept. of Speech will present its 11th annual radio and television conference March 10, 1956, on the East Lansing campus. Events being arranged for students are job consultations with representatives of the broadcasting industry; a tv talent contest to include announcing, monologues and short dramatic scenes; a demonstration of television production techniques, and special showings and explanations of films related to television. Dr. Robert P. Crawford, director of radio-television education at the university, will be in charge.

EDUCATION SHORTS

WCBS-TV New York, in cooperation with city Board of Education, telecast its Nov. 26 Paul Tripp *On the Carousel* program to audience of 1,000 at meeting of National Council of Teachers of English. Purpose of large screen telecast, according to Board of Education spokesman, was to "give these public school teachers from all over the country an idea of how television can help in the teaching of literature."

Alabama Educational Tv Commission Network, Birmingham, is telecasting *Learning Is Fun* daily to primary classrooms. Educational stations WBIQ Birmingham and WTIQ Munford carry program.

NEW GE PROJECT TO SPEED COLOR

'Color System Technical Project' will coordinate activities as company says it will move ahead with 'all possible speed.' I. J. Karr, engineer, named to head operation.

COLOR TV SPEEDUP at General Electric Co. was indicated in the formation last week of a new project that will be devoted solely to color development.

The new unit—"Color System Technical Project" — will integrate various activities of several departments which have been working in the field. I. J. Kaar, formerly division manager of engineering at GE, will head the new operation.

MR. KAAR

In announcing the project, Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Div., said the new entity would "insure that all of the color television technical activities of the company move ahead on a common front with all possible speed."

Mr. Kaar, who was active in industry development of standards for both monochrome and color tv, stressed that color tv's "greatest problem today is the color reproducer tube which is not bright enough for viewing in a lighted room, and is too expensive."

Mr. Kaar said that GE was "confident that continued intensive development will provide the solution to the tube problem." He said that "there can be no doubt but that it [color tv] will be the next major advancement in the home entertainment field."

The GE announcement came in the same week that further color plans were revealed by RCA (see story page 85) and the entry of Sylvania Electric Products Co. into volume color set production (see story this page).

According to GE, its active departmental activity on color includes its laboratories in the electronics division; the tube, technical products and electronic components departments, as well as the tv receiver branch of the appliance and tv division.

Mr. Kaar, active with GE for the past 30 years in radio and tv engineering developments, has held various executive posts in electronics engineering, radio and tv receiver and transmitter activities.

In the industry, he served as panel chairman on receiver-transmitter coordination for the first National Television System Committee (monochrome standards) and as vice chairman of a panel on coordination for the second NTSC which established standards for compatible color tv.

SYLVANIA WILL MARKET COLOR SETS NEXT YEAR

Company plans to begin 'in volume' production of 21-inch tubes in April. Operations Vice President Arthur L. Chapman says he expects strong demand for color tv by next fall.

ENTRY of Sylvania Electric Products Inc. in the color television set field was disclosed last week. The company will begin next April to produce the sets "in volume."

The announcement was made by Arthur L. Chapman, vice president, operations, before a meeting of more than 100 Sylvania television, radio and high fidelity phonograph dealers at a winter convention in Buffalo. He said Sylvania color sets will have 21-inch picture screens with 250 square inches of viewing surface.

Mr. Chapman declined to forecast prices to be charged for the Sylvania color receivers, but predicted that in the industry as a whole color sets will retail at $695 to $895 next fall when Sylvania sets hit the market. He said Sylvania finally had decided to produce a color television set because it felt it was in a position now to manufacture a set "meeting our own requirements for color quality, reception and other factors."

The picture tube to be used in the color set, he said, has been "tested in our own production over the past year," during which Sylvania has manufactured color tubes for several set makers. Sylvania is reported to be one of the two

Radio Set Production Said Highest in Seven Year Period

PRODUCTION of radio sets is running at the highest level in seven years, according to Radio-Electronics-Tv Mfrs. Assn.

In announcing factory output for the first 10 months of 1955, RETMA showed that 1,500,206 radio sets were produced in October, a four-week work month. This compares with 1,302,350 turned out in September 1955 (five-week month) and 997,788 in October 1954. The October 1955 radio figure is the highest four-week rate since February 1948.

Ten-month radio output reached 11,527,568 sets, compared to 8,040,230 in the same period last year. This exceeds the 10.4 million radios produced in the entire 12 months of 1954.

Output of tv sets fell to 759,735 in October. The figure compares with 939,515 in September and 921,476 in October 1954. Ten-month production of tv sets, however, was 6,520,241 in 1955, 5,654,791 in the same 1954 period.

In October tv production, 109,574 sets had uhf tuning facilities. The ten-month uhf factory total reached 977,537. Fm radio production totaled 38,920 sets in October, with 5,749 tv sets also having fm tuning.

Following are radio and tv set production totals during the first 10 months of 1955:

	Television	Home Radio Sets	Portable Radios
January	654,582	280,121	47,303
February	702,514	232,831	109,120
March (5 wks)	831,156	300,840	233,465
April	583,174	193,431	265,866
May	567,394	161,357	258,701
June (5 wks)	589,973	181,930	255,833
July	344,295	141,119	79,410
August	647,903	300,513	106,197
Sept. (5 wks)	939,515	417,802	139,164
October	759,735	398,087	168,709
Total	6,520,241	2,608,031	1,663,768

	Auto Radios	Clock Radios	Total Radios
January	573,837	166,885	1,068,146
February	597,742	150,031	1,089,724
March (5 wks)	774,025	173,944	1,482,274
April	567,876	72,602	1,099,775
May	563,369	130,608	1,114,035
June (5 wks)	584,567	182,605	1,204,935
July	404,443	93,517	718,489
August	403,320	137,604	947,634
Sept. (5 wks)	511,278	234,106	1,302,350
October	651,017	282,393	1,500,206
Total	5,631,474	1,624,295	11,527,568

largest manufacturers of picture tubes. Mr. Chapman said he expected a "real market" to develop for color television sets during the last half of 1956, and praised the tv networks for the increases in color programming.

He told the convention that the market for black-and-white sets will remain strong. As an example of the demand for black-and-white receivers, Mr. Chapman revealed that Sylvania was "behind in meeting commitments" for several lines of receivers.

Meanwhile, Don G. Mitchell, chairman and president of Sylvania, spoke at the company's annual product sales conference in Atlantic City, predicting that the distribution-service business in the electronics industry will reach a volume of $5,178,000,000 in 1965, said to be approximately double the present volume. In a break-down of the 1965 volume, Mr. Mitchell said that by that time, $2,104,000,000 would go into electronic components; $1,389,000,000, into distributor revenue, and $1,685,000,000 into service and installation business. The 1955 volume of business in distribution service, he said, should reach $2,059,000,000. He predicted a volume of $2,324,000,000 for next year, and $3,303,000,000 by 1960.

DAVID T. SCHULTZ HEADS DUMONT LABS

Newly elected president and director succeeds Dr. Allen B. DuMont, who has become chairman of board.

DAVID T. SCHULTZ, senior vice president and treasurer of Raytheon Mfg. Co., was elected president and director of Allen B. DuMont Labs last week. Effective Jan. 3, he succeeds Dr. Allen B. DuMont, who has become chairman of the board.

MR. SCHULTZ

Dr. DuMont's election as chairman was approved by company stockholders earlier in the fall [B•T, Oct. 17] as part of the "spin-off" of the laboratories' broadcast division. This action set up the DuMont Broadcasting Corp., of which the issuance and transfer of stock were completed under the spin-off plan a fortnight ago [At Deadline, Dec. 5]. The laboratories, which develop and manufacture cathode-ray tubes, tv receivers and transmitters and a wide variety of electronic instruments for commercial and government use, operates four major plants in northern New Jersey and another in Los Angeles.

Mr. Schultz, who is a director of Union Market National Bank, Apra Preheater Corp. and Datamatic Corp., joined Raytheon in 1927 and has been a vice president, treasurer and director of that firm for more than 25 years.

IN GEORGIA...
it takes
5 slices
'SEE PAGE 87

COLOR TO BURGEON IN '56, FOLSOM SAYS

THERE WILL BE a "real break-through of color television" in 1956, sparked by Chicago electronics suppliers, that will afford a "great opportunity" for advertisers, broadcasters, manufacturers, distributors and dealers alike, RCA President Frank Folsom predicted last week.

Mr. Folsom addressed over 500 RCA suppliers in a luncheon at the Merchants & Mfrs. Club in Chicago Wednesday, reviewing and previewing the electronics industry.

Chicago-area suppliers of RCA end products and services were assured by Mr. Folsom that new developments in electronics, particularly television, "will benefit everybody" and mean much to the city that turns out half of all tv receivers in the country.

Mr. Folsom noted that the electronics industry output in 1946 had a retail value of $1.6 billion and this year is expected to hit $12 billion. He foresaw an industry volume over $18 billion by 1965. By the end of 1964, Mr. Folsom ventured, the value of electronics will have tripled its 1950 figure and gross national product will have increased not quite two-fold. Mr. Folsom also predicted that within 10 years electronics will employ six million workers—directly or indirectly—compared to three million now.

RCA has "kept pace with this growth," he said, noting it accounts for 80% of its business today in products "which did not even exist commercially 10 years ago."

The RCA president claimed that since the FCC approved compatible color tv standards in 1953, RCA and NBC "have undertaken to break through the black and white curtain," manufacturing color sets and tubes, building colorcasting studios and televising more tinted tv programs.

Selection of WNBQ (TV) Chicago, projected as the world's first all-color tv station, has had ramifications in the industry, Mr. Folsom reported, in that dealers are already selling sets upon delivery and "next year quantity production will get under way on an increased scale."

Harber Heads GE Tube Plant

W. JESSE HARBER Jr., General Electric Co. production superintendent, Owensboro, Ky., has been appointed manager of the company's Syracuse tube plant at Electronics Park, R. E. Lee, general manager of the GE cathode ray tube sub-department, announced last week. Mr. Harber joined GE in 1950.

MANUFACTURING PEOPLE

Brooks A. Kafka, manager of marketing administration, General Electric Co.'s cathode ray tube sub-department, named department sales manager. He has been with GE since 1942.

MR. KAFKA

Verne Roberts, formerly distributor sales manager, Regency Div., Idea Inc., Indianapolis, appointed manager of tv-radio operations of Raytheon Mfg. Co., Chicago. **John M. Englisby,** sales manager for Fireye Div., Electronics Corp. of America, appointed assistant district sales and service manager for Raytheon Mfg. Co., N. Y. district.

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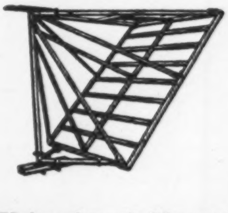

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CANADA APPOINTS RADIO-TV COMMISSION

Three businessmen to study all aspects of country's broadcasting and telecasting, including licensing and control.

THREE BUSINESSMEN have been appointed as a royal commission by the Canadian government to study all aspects of Canadian radio broadcasting and television including "the licensing and control of private television and sound broadcasting stations in the public interest."

Chairman of the three-man board is 49-year-old R. M. Fowler, Montreal, president of the Canadian Pulp & Paper Assn. for the past 10 years. The other two members are 61-year-old James Stewart, Toronto, president of the Canadian Bank of Commerce, and Edmond Turcotte, 56, who was born in Lowell, Mass., and who is at present Canada's ambassador to Colombia.

The first royal commission on broadcasting in 1928-29 was headed by Sir John Aird. It was the Aird report which set up Canada's present system of broadcasting, for both government and private stations.

In addition to investigating the licensing and control of radio and television stations, the commission is specifically ordered to investigate (1) Canadian Broadcasting Corp. policies and their relation to the CBC's financing; (2) provision of an adequate proportion of Canadian programs for both public and privately owned tv stations; (3) the financial requirements of tv broadcasting by the CBC in relation to the extent, nature, standards and distribution of programs; (4) the financial requirements of CBC sound broadcasting in the light of the development of tv and population growth, and (5) provision and management of funds for tv and sound broadcasting by the CBC.

The matter of licensing and control has been a growing problem for the Canadian government. Under the Canadian Broadcasting Act, the government-owned CBC not only operates stations which carry advertising, but also operates all networks, recommends licensing of stations to the Dept. of Transport, and regulates the Canadian Broadcasting Act. Thus it acts as regulatory body over the privately-owned stations which are its competitors.

Demand for Change

Within the Liberal government's own party organization there has in recent years been a growing demand for a change in this setup, to form an independent regulatory body to administer the legislation for both the CBC and independent stations. This change is being pushed also by the Progressive-Conservative Party and the Social Credit Party, as well as influential business organizations such as the Canadian Chamber of Commerce. In addition, the Canadian Assn. of Radio & Television Broadcasters has presented its plea for an independent regulatory body to parliamentary committees for many years.

The growing problem of financing the CBC will also be a major subject for the royal commission. Currently CBC receives an annual government grant of $6.25 million, commercial revenue from radio and tv programs, and the 15% excise tax collected on all radio and tv sets and part sales. The CBC in its last report [B•T, Nov. 28] declared that this is not enough because of a likely dwindling in tv set sales in the next few years. A receiver licensing scheme has been suggested, which would be a return to the annual receiver license fee which the government dropped in 1952 after it had been in operation since the early days of broadcasting.

Mr. Fowler, before becoming president of the Canadian Pulp & Paper Assn., practiced law, was general counsel and secretary of the Canadian government's Wartime Prices & Trade Board from 1942-45, and prior to the start of World War II was a member of the secretariat of the Rowell-Sirois Commission, which investigated Canadian federal and provincial fiscal relations.

Mr. Stewart came to Canada in 1914 from his native Scotland and joined the Canadian Bank of Commerce as a junior, rising in the bank to his present post.

Mr. Turcotte was editor-in-chief of the former French-language Montreal daily *Le Canada*. In 1942 he organized the French-language information section of the government's Wartime Prices and Trade Board. After the war he was a member of the Canadian delegation to the UNESCO conferences at London and Paris, and in 1947 became Canadian consul-general at Chicago. He remained in this post until 1950, when he was made consul-general at Caracas, Venezuela. In 1953 he was appointed ambassador to Colombia.

PULSE LTD. BEGINS BRITISH OPERATION

THE PULSE LTD., a new firm which will provide a tv measurement service in Great Britain, was officially announced in New York last week by Dr. Sidney Roslow, director of The Pulse Inc. The new service's first report to subscribers was published Monday.

This marks the entry in Britain of the second major U. S. audience measurement firm with the advent of commercial television in that overseas nation. A. C. Nielsen & Co. already had set up an affiliated organization.

The new Pulse firm, all-British staffed under the direction of John Robertson, managing director, will show complete audience composition similar to the U. S. Pulse tv data and will issue monthly reports similar to those issued in this country. Pulse sample is a 4,000 minimum (of all homes) and, according to Dr. Roslow, will be expanded as tv usage increases in the country.

Mr. Robertson, an Australian, formerly was on the research staff of Unilever (international soap company) in Australia and Market Information Services Ltd. in London.

Dr. Roslow said that because commercial usage on the Independent Television Authority is restricted to spot announcements, Pulse Ltd. checks "advertising remembrance." This data permits comparison of program rating and "audience remembrance" to obtain "advertising efficiency," he said.

Subscribers include top advertising agencies in London such as J. Walter Thompson Co. Ltd.; Masius & Fergusson Ltd. (Aspro, Mars candy and other products); Pritchard, Wood & Partners Ltd.; Robert Freeman Ltd.; John Hobson Ltd., and "leading" American producers and distributors of films for tv, according to Dr. Roslow.

Dr. Roslow also noted that the British "have long been familiar with aided recall" as it has been practiced by the British Broadcasting Corp. in street interviewing (Pulse, however, conducts interviews at home). The personal, in-home interviewing of Pulse's "stratified probability technique sampling" includes more than 400 sampling points in the London ITA area, he said. Collateral Pulse services familiar to U. S. agencies and advertisers will be available for special marketing problems, Dr. Roslow said.

DR. SIDNEY ROSLOW (l), director of The Pulse Inc., confers in London with John Robertson, managing director of The Pulse Ltd., a newly established audience measurement firm in Great Britain which last week published its first report.

In disclosing the publication of The Pulse's Ltd.'s first report, which was based on interviewing during the week of Nov. 20 through Nov. 27, Dr. Roslow noted that the tv film show, *Robin Hood*, topped programming fare. He reported that U. S. tv film shows score high in Great Britain, among them *I Love Lucy* and *Dragnet*. All interviewing, he said, is conducted after 6 p.m., which coincides with the commercial 6-7 p.m. tv blackout in Britain, making the job easier for the interviewer.

In its surveying, Pulse found that there are 560,000 homes in the London area which have tv receivers capable of receiving the ITA channel. This, Dr. Roslow said, compares to other estimates of 450,000 to 475,000. BBC homes, he estimated, number nearly 1.5 million in that area.

Commerical Tv Predicted For Germany by Mid-1956

MANY observers in Germany believe that mid-1956 will bring about start of commercial video in the country as two important steps toward its introduction have been reported.

A group of the country's leading independent radio and television experts made a trip to London to study operation of Britain's Independent Television Authority commercial tv system and talk to BBC officials on how commercial and non-commercial systems get along. Meantime, state-operated German radio stations, which are presently turning out one joint national tv program, let it be known that they favor introduction of commercial tv during present off-air hours of their own stations rather than over new and independent stations.

Stepped up tv activities in Germany last fortnight put producers of theatrical films (now without government sudsidies for the first time in 10 years) in a jittery state of nervousness. At a meeting of their association they openly declared war upon tv, adopting a new policy of "not a single inch of film for tv!" but achieved little. A few days later a feature film only three-and-a-half years old was broadcast over all German transmitters.

American companies in Germany are believed to be potential and most important suppliers of film to growing German tv as there is at present not a single specialized tv film producer active in Germany (due to limited market, plus lack of export markets for German tv films).

GROUP OWNERSHIP VOIDS CKLW SALE

CBC denies sale to Paramount Windsor Theatres because of interests in CKCO-TV and CFCM-TV. In other actions, controls on spot announcements are relaxed, several stations get power increases.

TRANSFER of control of CKLW-AM-TV Windsor-Detroit to Paramount Windsor Theatres Ltd., subsidiary of Famous Players Canadian Corp., Ltd., was denied by the Canadian Broadcasting Corp. board of governors at its meeting in Ottawa Dec. 1 on the principles of regulation 32(d) of the Canadian Radio Act. Famous Players already holds a 50% interest in CKCO-TV Kitchener, Ont., and CFCM-TV Quebec. CKLW is currently licensed to Western Ontario Broadcasting Co.

Multiple ownership of broadcasting and television stations is no longer being permitted under the Canadian Radio Act.

The CBC board granted independent broadcasters permission to increase the number of spot or flash announcements in any quarter-hour period from four to five and from three to four minutes of commercial time in any quarter-hour. The board met the requests of the Canadian Assn. of Radio & Television Broadcasters further in changing regulation 7(2) to permit a station "with the previous consent of a representative of the CBC [to] arrange for special announcement programs exceeding these limits with a proportionate reduction in paid spot or flash announcements during other periods."

The independent stations had asked for this change to allow them to use more spot announcements during daytime hours, while maintaining the total spots used in any one week.

Tv power increases were granted to CKCW-TV Moncton, N. B., ch. 2, from 5 kw video to 25 kw video, and from 3 kw audio to 15 kw audio, and to CFCY-TV Charlottetown, P. E. I., ch. 13, from 21 kw video to 38.6 kw video and from 12.5 kw audio to 19.3 kw audio. CFCY-TV is not yet on the air. Its power increase will also include an increase in antenna height from 401 ft. to 771 ft. above average terrain. The station plans to be on the air by June 1, 1956.

Application of Twin Cities Television Ltd. for a 100 w tv station on ch. 4 at Kamloops, B. C., was deferred for further study. Stewart-Warner Corp. of Canada Ltd. was recommended for an experimental tv license on ch. 10 with 5 w video to facilitate tv receiver manufacturing. License would have to be cancelled if a commercial tv station was started in the area.

Radio power increases were granted to CJOB Winnipeg, Man., from 250 w to 5 kw daytime and 2.5 kw nighttime with change of frequency from 1340 kc to 680 kc; to CFRG Gravelbourg, Sask., from 250 w to 5 kw and change of frequency from 1230 kc to 710 kc, with station's operating hours changed to daytime only; CFRA-FM Ottawa, Ont., from 383 w on 93.9 mc to 1.1 kw on same frequency. Share transfers were approved for CFJC Kamloops, CKWX Vancouver, both British Columbia; CKDM Dauphin, Man.; CKNB Campbellton, N. B.; CKEC New Glasgow, CKCL Truro, both Nova Scotia; CJBQ Belleville, CHML and CHCH-TV Hamilton, CJRL Kenora, CKCO-TV, CKOT Tilsonburg, all Ontario; CHNC New Carlisle, CHRC Quebec, CKVM Ville Marie, and CJNB North Battleford, all Quebec.

IN GEORGIA
you can
have your cake
. . . and eat it, too

CARTB Presents Plan To Canadian Cabinet

AN INDEPENDENT regulatory body and competitive televison were discussed in a brief presented by the Canadian Assn. of Radio & Television Broadcasters to the Canadian cabinet late in November at Ottawa.

After reviewing the history of the present Canadian broadcasting legislation the CARTB brief pointed out that "present legislation in broadcasting may have been intended as a sort of tariff wall. In this case the tariff was concerned not with economic but aesthetic considerations. Our recommendations would not affect that basic viewpoint. The position of the Canadian Broadcasting Corp. is established and assured. It occupies favorable channels in favorable locations, possesses adequate physical facilities and financing.

"Transfer of its regulatory powers to a new, or existing, tribunal not connected in any way with ownership or operation of broadcasting stations would not interfere with the operations or functions of the CBC. It would in no way lower or breach the theoretical tariff wall. Indeed, it would assist in creating a wider degree of public acceptance for it."

Regarding a change in government policy to allow a second television station in various Canadian centers, the CARTB brief asked for "serious consideration by the government of now permitting appropriate authorities to entertain applications for establishment of second television stations in any area of Canada."

The brief pointed out that the government's stated objective of "national coverage" has now been achieved with eight CBC and 28 independent tv stations licensed covering 75% of the Canadian population.

"Competitive television," the brief stated, "will provide better and more effective service. As experience in radio broadcasting has shown, it will tend to reduce the number of Canadians now regularly viewing U. S. television stations in those areas where only one Canadian signal is available. In the areas concerned. few viewers have a second or alternative service from Canadian sources so they must obtain that alternative service from American stations.

Direct Censorship Imposed On Brazil's Radio, Papers

DIRECT CENSORSHIP on radio stations, newspaper and magazines was imposed Thursday in Brazil by Gen. Antonio Jose Lima Camara, administrator of the national state of seige in that country. The action replaces the voluntary censorship system Gen. Camara announced the previous week.

Under the former scheme, directors of publications and broadcasting stations were responsible for infringement of the censorship rules. These prohibited criticism of the legality of the provisional presidency of Nereu Ramos, reports referring to the armed forces or their acts under the state of seige (except when supplied by authorities) and any news or comment which might cause disharmony in the armed forces.

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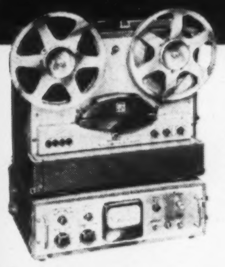

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Where the celebrities
go after theatre

KNOTT HOTELS

TO OFFER SERIES ON HOMES

NEGOTIATIONS have been completed by Agency Recording & Film Service, Chicago, with Operation Home Improvement, N. Y., to produce a recorded radio series based on a forthcoming proclamation of "Home Improvement Year" by the U. S. Housing and Home Finance Agency. OHI is sponsored by the U. S. Chamber of Commerce and the broadcasts will be released coincidentally with the official announcement Jan. 16 by agency administrator Albert M. Cole. Series will consist of five- and 15-minute open-end interviews about home modernization and will be offered for sale to associations, manufacturers and dealers participating in "Home Improvement Year."

'SUPER CIRCUS' MOVES TO N. Y.

ABC-TV's *Super Circus* (Sun., 5-6 p.m. EST), which has been emanating from Chicago since its inception on Oct. 2, 1948, will originate from New York, starting Jan. 1.

WNHC-TV SHOWS BOWL FILM

WNHC-TV NEW HAVEN, Conn., scheduled tv coverage of the annual Miami, Fla., High School Orange Bowl football game between New Britain (Conn.) high and Miami Senior high for yesterday (Sunday) afternoon. Film, shot by WNHC-TV cameramen Jack Youngs and Frank Hogan last Friday evening with sportscaster Syd Jaffee narrating, was to be shown.

AIRS GA. TECH BOWL PLANS

WMAQ-AM-FM-WNBQ (TV) Chicago sports director, Johnny Erp, got an exclusive telephone interview with Dr. Blake Van Leer in which the Georgia Tech president revealed his school would fulfill its Sugar Bowl football commitment with Pittsburgh in New Orleans Jan. 2. The question had gone unresolved since Georgia Gov. Marvin Griffin's move to bar state colleges from play with teams manning Negro athletes. The word was picked up from WMAQ-WNBQ by the wire services.

IOWA NETWORK PROMOTION

IOWA TALL CORN Network went to the annual International Livestock Exposition held in Chicago week before last and featured its own display booth at the stockyards' amphitheatre. Pillsbury Mills (feeds) sponsored complete coverage to all of the Iowa network stations, with Bruce Davies delivering 45-minute programs daily Nov. 28-Dec. 3. Display was prepared for Iowa Tall Corn Network by C. Earl Williams, general manager of KFNF Shenandoah, Iowa.

WWDC 'IDENTITUNES'

WWDC Washington has integrated a library of specially produced "Identitunes" into its 24-hour service. Varying from 10 seconds to 1½ minutes, the tunes will be used as themes for all types of programs. They were written and produced for WWDC by Austin Croom-Johnson and Eric Siday in collaboration with Norman Reed, WWDC program director. Music was performed by a 20-piece orchestra and nine-voice choral group. Styles range from swing and blues to concert arrangements.

CONTINUES CHRISTMAS CALLS

THE Mutual Benefit Health & Accident Assn. of Omaha will sponsor for the sixth straight year the *Mutual of Omaha Calling* program on Christmas Day (MBS, 4-5 p.m. EST), during which overseas servicemen will speak to members of their families by telephone. Agency: Bozell & Jacobs, Omaha and N. Y.

TENNESSEE ERNIE ASKS OUT

NEW MUSICAL-VARIETY program, *The Curt Massey Show*, replaces *The Tennessee Ernie Show* in the Mon.-Fri. 7:05-7:30 p.m. EST period on CBS Radio, effective Jan. 2. Tennessee Ernie had asked for a contract suspension, which the network granted. Singer Massey had a 15-minute show on CBS Radio on a daily basis for nearly six years, starting in June 1949.

DOCUMENTS YOUTH SERIES

JUVENILE COURT files of the District of Columbia are source material for a new WTOP Washington series, *Children in Trouble*. Producer Patricia Searight, program director, WTOP, has also enlisted the cooperation of police, school and public welfare branches of the D. C. government for the Saturday afternoon show. Eighteen programs are planned.

WOV OLYMPICS COVERAGE

WINTER OLYMPICS in Italy, Jan. 26-Feb. 5, will be covered by WOV New York's Rome correspondent, Lucio Basco, direct from Cortina d'Ampezzo where the games will take place. The station, which has been active in the organization of the New York Committee for the Winter Olympics, plans to distribute the programs to other U. S. Italian-language radio stations.

CONFEREES SEE CBS-TV SHOW

EDWARD R. MURROW's and Fred W. Friendly's Nov. 27 *See It Now* telecast on CBS-TV, "Ballots at Bear Creek: an Educational Western," was shown before 2,500 delegates at the White House Conference on Education Nov. 30. The program, a documentary on the nation's problem of school shortages, was requested from CBS-TV by Conference chairman N. H. McElroy.

'TONIGHT' SALUTES U-I MOVIE

COINCIDING with Universal-International's New York premiere tomorrow night (Tuesday) of "The Benny Goodman Story" starring Steve Allen, the latter's NBC-TV *Tonight* show will salute the film for 90 minutes, starting at 11:30 p.m. In major cities U-I distributors will play host to motion picture exhibitors for the telecast.

RCA REVISES COLOR TV BOOK

RCA INFORMATION department, N. Y., has published a revised edition of *Color Television*. The color-illustrated, 35-page, slick paper book, carries an introduction by David Sarnoff, RCA chairman of the board, with technical explanation of color, color tv history and list of RCA color "firsts."

KBIG USES MUSICAL ID'S

ID JINGLES were premiered Thanksgiving Day by KBIG Catalina, Calif. Claude Gordon's Orchestra and station vocalists cut the jingles at Capitol Records, using original music based on Avalon and Catalina themes. Alene McKinney, KBIG music director, with Cliff Gill, operations vice president, and Program Director Alan Lisser collaborated on the new identification production.

CBS TO COVER GATOR BOWL

CBS RADIO and CBS-TV will present the Gator Bowl football game between Auburn U. and Vanderbilt U. from Jacksonville, Fla., on Dec. 31, starting at 2 p.m. EST.

KSOO
Dell Rapids Hour

MERCHANT Dick Krantz of Dell Rapids, S. D., teams with his son, Jerry, at console of Mini-Studio developed by E. C. Stangland, farm director of KSOO Sioux Falls, S. D. [B•T, Nov. 28]. Dell Rapids businessmen, like groups from neighboring communities, cooperate in sponsoring KSOO remotes, produce and star on their own shows. Mini-Studio has brought $7,000 in out-of-town business to KSOO this year.

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STATIONS

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Station Authorizations, Applications

(As Compiled by B • T)

December 1 through December 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Dec. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,797	2,794	207	292	263
Fm	536	527	50	19	3

FCC Commercial Station Authorizations As of November 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,791	520	145
Cps on air	17	16	332
Cps not on air	115	20	109
Total on air	2,808	536	477
Total authorized	2,923	556	586
Applications in hearing	164	3	164
New station requests	217	4	28
New station bids in hearing	103	0	111
Facilities change requests	140	5	41
Total applications pending	750	80	289
Licenses deleted in Nov.	1	4	0
Cps deleted in Nov.	1	0	3

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through Dec. 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	335	102	437
Noncom. Educ. on air	13	4	17

Grants Since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	295	315	610[1]
Noncom. Educational	18	17	35[2]

Applications Filed Since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	759	540	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,022	337	791	567	1,359[5]

[1] 156 Cps (32 vhf, 124 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 34 already granted.

[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Ellensburg, Wash.—Kittitas Valley Tv Assn., uhf ch. 29 (560-566 mc); ERP 84 w vis., 42 w aur.; ant. height above average terrain 1,215 ft., above ground 33 ft. Estimated construction cost $14,830, first year operating cost $6,000, revenue none. Post Office address 403 N. Pearl St., Ellensburg. Studio location none. Trans. location, Kittitas County, Wash. Geographic coordinates 46° 53′ 24″ N. Lat. 120° 26′ 38″ W. Long. Trans. ACL, ant. composite. Consulting engineer George M. Frese, Wenatchee, Wash. Principals include Pres. **Cy Morgan,** appliance store owner; Secy. **James H. Mundy III,** fertilizer company owner. Five other equal principals in non-stock corporation have no radio-tv interests. Station is to be booster of **KIMA-TV Yakima, Wash.** Filed Dec. 2.

APPLICATIONS AMENDED

Redding, Calif.—Sacramento Broadcasters Inc. amends application to correct coordinates and request waiver of sec. 3.613 of rules, Amended Dec. 1.

Redding, Calif.—Shasta Telecasters amends application for new tv station re programming. Amended Dec. 1.

PETITION

Jackson, Tenn.—Aaron B. Robinson petitions FCC to amend sec. 3.606 so as to add ch. 49 to Lexington, Tenn., as educational outlet, and move present educational assignment ch. 11 from Lexington to St. Joseph, Tenn., for commercial use in St. Joseph. Filed Dec. 2.

Existing Tv Stations . . .

ACTIONS BY FCC

KIEM-TV Eureka, Calif.—Granted ERP of 100 kw vis., 50 kw aur. with ant. 1,650 ft. above average terrain. Granted Dec. 1.

WMBR-TV Jacksonville, Fla.—Granted ERP of 100 kw vis., 70 kw aur. Ant. 930 ft. above average terrain. Granted Dec. 1.

KHTV (TV) Hibbing, Minn.—Ch. 10 station deleted by letter of Nov. 28 for lack of prosecution at request of attorney. Announced Dec. 1.

WABC-TV New York—Granted ERP of 110 kw vis., 55 kw aur. with ant. 1,380 ft. above average terrain. Granted Dec. 1.

WHP-TV Harrisburg, Pa.—Granted ERP of 229 kw vis., 123 kw aur. with ant. 910 ft. above average terrain. Granted Dec. 7.

KCBD-TV Lubbock, Tex.—Granted ERP of 100 kw vis., 50 kw aur. Granted Dec. 7.

WEAU-TV Eau Claire, Wis.—Granted ERP of 144 kw vis., 72.4 kw aur. Granted Dec. 7.

APPLICATION

WIBW-TV Topeka, Kan.—Seeks cp to change ERP to 316 kw vis., 158 kw aur. and make equipment changes. Ant. height above average terrain 1,002 ft. Filed Dec. 2.

APPLICATION AMENDED

KENI-TV Anchorage, Alaska—Application of existing tv station amended to correct coordinates (not a move). Amended Dec. 1.

PETITION

WEEK-TV Peoria, Ill.—Petitions FCC to amend sec. 3.606 so as to substitute (1) ch. 77 for ch. 40 at Galesburg, Ill., and (2) ch. 25 for ch. 43 at Peoria and (3) issue order to show cause to petitioner why license of **WEEK-TV Peoria** should not be modified to specify operation on ch. 25. Filed Dec. 2.

CALL LETTERS ASSIGNED

KHTV (TV) Twin Falls, Idaho.—Magic Valley Television Corp., ch. 13.

WJMS-TV Ironwood, Mich.—Upper Michigan-Wisconsin Bcstg. Co., ch. 12.

New Am Stations . . .

ACTIONS BY FCC

Pueblo, Colo.—Frank Donald Hall granted 970 kc, 1 kw D. Post office address 1665 W. Evans Ave., Denver, Colo. Estimated construction cost $38,239, first year operating cost $36,000, revenue $42,000. Mr. Hall is former owner of **KLIR Denver.** Granted Dec. 7.

Sandersville, Ga.—Washington Bcstg. Co. granted 1490 kc, 250 w unl. Post office address Morningside Dr., Sandersville. Estimated construction cost $12,200, first year operating cost $40,000, revenue $48,000. Principals are equal stockholders Pres. **Jack Bradley,** 48% owner **WCON Cornelia, Ga.,** and Vice Pres. **Claude Williams Jr.** 48% stockholder WCON. Granted Nov. 30.

Athol, Mass.—Central Bcstg. Corp. application for cp for new station to be operated on 1390 kc, 1 kw D with remote control of trans. dismissed at request of applicant. Dismissed Dec. 2.

Orange, Mass.—James W. Miller granted 1390 kc, 1 kw D. Post office address Blanchard Bldg., Southbridge, Mass. Estimated construction cost $18,081, first year operating cost $30,000, revenue $45,000. Mr. Miller is 98% owner Tele-Pool Corp. (adv. agency), Southbridge, and holds half of **WESO Southbridge.** Granted Dec. 7.

St. Peter, Minn.—Gustavus Adolphus College granted 1310 kc, 1 kw D. Post office address St. Peter. Estimated construction cost $19,705, first year operating cost $23,500, revenue $28,000. Station is to be controlled by college's 17 trustees. Granted Dec. 7.

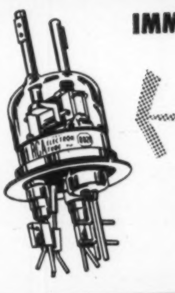
Pendleton, Ore.—John Truhan's application for cp for new station to be operated on 1290 kc, 1 kw D dismissed for lack of prosecution. Dismissed Dec. 1.

Morristown, Tenn.—Clifford G. Frost granted 1150 kc, 1 kw D. Post office address 505 High St., Sevierville, Tenn. Estimated construction cost $23,130, first year operating cost $22,000, revenue $30,000. Mr. Frost owns flour mill and ice company in Sevierville and is part owner of **WSEV Sevierville.** Granted Dec. 7.

APPLICATIONS

Grand Haven, Mich.—Grand Haven Bcstg. Co., 1370 kc, 500 w D. Post office address 128½ Washton St., Grand Haven. Estimated construction cost $14,980, first year operating cost $29,450, revenue $50,000. Principals are: Pres.-Asst. Treas. **Robert N. Runyon** (20%), special events and news director of **WOOD-AM-TV Grand Rapids, Mich.;** Vice Pres.-Gen. Mgr. **Robert L. Smith** (20%), staff announcer at WOOD-AM-TV; Treas.-Chmn. of Board **Hilbert Wulf** (40%), manufacturing interests, and Secy.-Gen. Counsel **Joseph F. Deeb** (20%), attorney. Filed Dec. 1.

Marshall, N. C.—Harold H. Thoms, 1460 kc, 1 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first



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year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville, N. C.**, 75% of **WEAM Arlington, Va.**, 25% of **WCOG Greensboro, N. C.**, 25% of **WAYS Charlotte, N. C.**, and former 25% owner of **WAYS-TV**. **Filed Dec. 2.**

Gresham, Ore.—Embco Inc., 1230 kc, 250 w unl. Post office address 247 East Powell, Gresham. Estimated construction cost $13,300, first year operating cost $48,000, revenue $50,000. Principals are: Pres. **Gordon W. Swan** (50%), new car dealer; Vice Pres.-Treas. **Phil Ashline** (50%), sales manager of Mr. Swan's auto firm, and Secy. **Dean Alexander** (no stock), attorney. Filed Dec. 1.

Fountain Inn, S. C.—Fountain Inn-Simpsonville Enterprises Inc., 1600 kc, 1 kw D. Post office address Box 311, Fountain Inn. Estimated construction cost $25,075.99, first year operating cost $28,102, revenue $45,000. Principals are eight partners, each holding about 6% of authorized stock. These are: **Arthur Edwin Green**, service station and other interests; **D. L. Bramlett Jr.**, banker, insurance agency owner; **Melvin K. Younts**, stockholder in **WMRB Greenvile, S. C.**; **Conway J. Jones Jr.**, furniture store partner; **Robert W. Edwards**, promotion manager **WFBC Greenville, S. C.**; **Charles W. Spence**, lawyer; **Steven W. Hiott** bank director, insurance supervisor, and **Joe F. Thomason**, grocer. Filed Dec. 1.

McAllen, Tex.—Pool Bcstg. Co., 1580 kc. 1 kw D. Post office address Box 455, McAllen. Estimated construction cost $15,900, first year operating cost $42,000, revenue $42,000. Principals are equal partners **Robert F. Pool** and **R. F. Pool Jr.** Mr. Pool is realtor and formerly production manager of now defunct **KSLA (TV) Shreveport, La.**, and other tv stations. Mr. Pool Jr. is realtor. Filed Dec. 6.

Franklin, Va.—S. L. Goodman, 1220 kc, 250 w D. Post office address P. O. Drawer 2-Y, Richmond, Va. Estimated construction cost $16,700, first year operating cost $25,000, revenue $30,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), and 75% of South Carolina Labor News Inc. (Columbia). Filed Dec. 2.

Shelton, Wash.—Carl H. Deiz, 1240 kc, 250 w unl. Post office address 9340 N. Portsmouth, Portland, Ore. Estimated construction cost $24,945, first year operating cost $43,140, revenue $120,000. Mr. Deiz is U. S. government fiscal assistant. Filed Dec. 2.

APPLICATIONS AMENDED

Signal Hill, Calif.—The Cerritos Bcstg. Co. application for cp to operate on 1450 kc, 100 w unl. amended to change name of applicant to Raymond B. Torian, John W. Doran and Foster Earl Rutledge d/b as The Cerritos Bcstg. Co. Amended Dec. 6.

Denison, Iowa—Denison Bcstg. Co. application for cp for new am to operate on 1580 kc, 500 w D employing DA amended to change trans. location (move tower 160 ft. north of original location). Amended Dec. 2.

Gresham, Ore—Gresham Bcstg. Co. application for cp for new am to operate on 1230 kc, 250 w unl. amended to change power to 100 w. Amended Dec. 2.

Existing Am Stations . . .

ACTIONS BY FCC

KROG Sonora, Calif.—Application for cp to change from 1450 kc to 790 kc; increase power from 250 w to 1 kw and change hours of operation from unl. to D; make changes in ant. system dismissed at request of applicant. Dismissed Dec. 6.

WMEG Eau Gallie, Fla.—Granted change from 500 w to 1 kw, operating day only on 920 kc. Granted Dec. 7.

KNBR North Platte, Neb.—Granted increase in power on 970 kc D from 1 kw to 5 kw and change from DA-D to non-DA. Granted Dec. 7.

KUMA Pendleton, Ore.—Granted change from 1370 kc, 1 kw D to 1290 kc, 5 kw, DA-2, unl. Engineering conditions were stipulated. Granted Dec. 7.

APPLICATIONS

WOBS Jacksonville, Fla.—Seeks cp to increase power from 1 kw to 5 kw. Filed Dec. 6.

KFNF Shenandoah, Iowa—Seeks cp to change ant.-trans. location to on State Hwy. 48, 2 miles southwest of Essex, Iowa, and make changes in ant. (increase height) and remote control of trans. from 407 Sycamore St., Shenandoah. Filed Dec. 6.

WTCO Campbellsville, Ky.—Seeks cp to change trans. and studio locations and station from Campbellsville, Ky., to Munfordville, Ky. Also operate trans by remote control. Filed Dec. 1.

WNES Central City, Ky.—Seeks cp to erect new am tower (increase height) and side mount proposed fm ant. near top. Filed Dec. 2.

KVHL Homer, La.—Seeks mod. of cp to make ant. system changes (decrease height). Filed Dec. 6.

KJEF Jennings, La.—Seeks cp to increase D power from 500 w to 1 kw and make ant. system changes. Filed Dec. 1.

WPGC Morningside, Md.—Seeks mod. of license to change studio location to 4421 Southern Ave., S. E., Bradbury Heights, Md. (Request for waiver of sec. 3.30 of rules.) Filed Dec. 2.

WAMM Flint, Mich.—Seeks mod. of cp to make changes in DA pattern and correct geographic coordinates. Filed Dec. 1.

WSLI Jackson, Miss.—Seeks mod. of license to change studio location to west of Robinson Rd. (extension) about .3 miles north of Rt. 18 and 1.7 miles from Jackson City limits. Request waiver of sec. 3.30 of rules. Filed Dec. 6.

WBLA Elizabethtown, N. C.—Seeks mod. of cp for approval of ant.-trans. and studio location as Peanut Rd., Elizabethtown. Filed Dec. 1.

WTRN Tyrone, Pa.—Seeks mod. of cp for increased power from 500 w to 1 kw. Filed Dec. 6.

WPXY Williamsport, Pa.—Seeks cp to change frequency from 1300 kc to 1450 kc, change power from 1 kw to 250 w, change hours from D to unl. and change ant.-trans. and studio location, change station location from Punxsutawney to Williamsport, Pa. (A station license for WPXY Punxsutawney was submitted for cancellation and was cancelled Nov. 28 and call letters WPXY deleted. Above mentioned application, at request of applicant, is now considered application for cp for new am in Williamsport.) Filed Dec. 2.

WKLV Blackstone, Va.—Seeks cp to change from 1490 kc to 1440 kc, increase power from 250 w to 5 kw, change hours of operation from specified hours to D, change ant.-trans. and studio location, and make ant. system and equipment changes. Filed Dec. 2.

WBFY Charlottesville, Va.—Seeks mod. of cp to increase power from 250 w to 1 kw and change trans.-ant. location. Filed Dec. 6.

WMCD Welch, W. Va.—Seeks cp to increase power from 100 w to 250 w. Filed Dec. 2.

APPLICATION AMENDED

KILO Grand Forks, N. D.—Application for cp to change ant.-trans. location and make changes in ant. system (increase height) amended to make changes in ant. system (decrease height). Amended Dec. 2.

CALL LETTERS ASSIGNED

WDSP DeFuniak Springs, Fla.—Euchee Valley Bcstg. Co., 1280 kc, 5 kw D.

WKIX Raleigh, N. C.—Sir Walter Television Co., 850 kc, 10 kw D. Changed from WNAO.

WYCL York, S. C.—York-Clover Bcstg. Co., 1580 kc, 250 w D.

WEMB Erwin, Tenn.—Unicoi Bcstg. Co., 1420 kc, 1 kw D.

KWRD Henderson, Tex.—Wes Dean & Co., 1470 kc, 500 w D.

KWFB Weatherford, Tex.—Weatherford Bcstg. Co., 1220 kc, 250 w D.

KTOO Casper, Wyo.—John L. Breece, 1400 kc, 250 w unl.

New Fm Stations . . .

ACTIONS BY FCC

Austin, Tex.—J. E. Moore Jr. granted 98.3 mc, 320 w unl. Post office address Box 538, Austin. Estimated construction cost $10,500, first year operating cost $12,000, revenue $15,000. Mr. Moore is wholesale radio supplier and tv manufacturer. Granted Nov. 30.

Cheney, Wash.—Eastern Washington College of Education application for cp returned. Exhibit I omitted. Engineering data improperly signed. Returned Dec. 1.

Appleton, Wis.—Lawrence College of Wisconsin granted 91.1 mc, 10.5 kw. Post office address Harlan S. Kirk, business manager, Lawrence College. Estimated construction cost $5,900, first year operating cost $2,500. Station will be non-commercial educational outlet. Granted Nov. 30.

Glendale, Wis.—High Fidelity Bcstg. Corp. granted 96.5 mc, 11 kw unl. Post office address 2563 N. Summit Ave., Milwaukee 11, Wis. Estimated construction cost $6,359, first year operating cost $3,515, revenue not given. Principals include Pres. **Hugo Koeth Jr.** (50%), retail radio dealer, Vice Pres. **Arlene Baker**, secretary, Secy.-Treas. **James G. Baker** (50%), 33.3% owner Peerless Theatre Corp. and part time employe **WRJN Racine, Wis.** Granted Nov. 30.

Existing Fm Stations . . .

ACTION BY FCC

WSNW-FM Seneca, S. C.—FCC cancelled license and deleted call letters at request of attorney. Action Dec. 2.

APPLICATION

WFBC-FM Greenville, S. C.—Seeks cp to change ERP to 10.4 kw; ant. height above average terrain: 1,114 ft.; trans. location to top of Paris Mt. at WFBC-TV trans. site. Filed Dec. 1.

CALL LETTERS ASSIGNED

WKIX-FM Raleigh, N. C.—Sir Walter Television Co., 96.1 mc, 29.5 kw. Changed from WNAO-FM.

KHFI (FM) Austin, Tex.—J. E. Moore Jr., 98.3 mc, 320 w unl.

WLFM (FM) Appleton, Wis.—Lawrence College of Wisconsin, 91.1 mc, 10.5 kw.

WIUS (FM) St. Croix, Virgin Islands—West Indies-Caribbean Radio, 100.1 mc, 780 w unl.

Ownership Changes . . .

ACTIONS BY FCC

KDON Salinas, Calif.—Granted assignment of license to Frank Oxarart Inc. for $115,000 plus additional cost of some prepaid items, etc. Principals are: Pres. **Frank Oxarart** (50%), 20% owner of **KVOA-AM-TV Tucson, Ariz.**, and 26⅔% owner **KRKD-AM-FM Los Angeles**; Vice Pres. **Lucile Oxarart** (no stock), officer in assignee's holdings and Secy.-Treas. **John D. Feldmann Jr.** (50%), radio-tv producer. Granted Dec. 7.

WDVH Gainesville, Fla.—Application for assignment of license to WDVH Inc. returned to applicant. Signed improperly. Returned Dec. 1.

WEBK Tampa, Fla.—Granted assignment of cp to Hillsboro Bcstg. Co. Original equal partners **Elmo B. Kitts, E. P. Martin** and **Alpha Martin** will hold 25% interest and new stockholders **John A. Branch** and **John D. Goff** will each hold 12½% interest. Messrs. Branch and Goff are each to pay $2,162.55 to new firm. All are partners in **WDCF Dade City, Fla.**, and **WPRY Perry, Fla.** Granted Dec. 7.

WTIK Durham, N. C.—Granted transfer of control to **Hugh Holder** for $5,000 plus assumption of $69,000 in debts. Mr. Holder, CBS announcer, owns 33.3% of **WMYR Myrtle Beach, S. C.** Granted Dec. 7.

KBCH Oceanlake, Ore.—Application for transfer of stock from William L. Guthrie to William B. Comer returned. Necessary to file form 323. Returned Dec. 1.

KORN Mitchell, S. D.—Granted assignment of license to **R. V. Eppel** (d/b as Mitchell Bcstg. Assn.), present 50% owner and general manager of station, for $50,000. Granted Dec. 7.

KOPP Ogden, Utah—Granted transfer of control to KYMA Yuma Inc., for $55,000. New owner is licensee of **KYMA Yuma, Ariz.** Treas. **George R. Cook** owns 25% of **KOY Phoenix, Ariz.**, and has minority interest in **WLS Chicago**. Vice Pres. **John L. Hogg** is 25% owner KOY, **Glenn Snyder** is 25% owner KOY, minority stockholder WLS and 25% owner **WINN Louisville, Ky.** Secy. **John R. Williams** is 25% owner KOY, **Robert K. Hansen** and **Roger D. Thomsen** are salesmen for, respectively, **KIVA-TV Yuma** and **WDLB Marshfield, Wis.** Granted Dec. 7.

KAYE Puyallup, Wash.—Application for assign-

(Continues on page 96)

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1735 DESALES ST., N. W., WASH. 6, D. C.

* *Member AFCCE*

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager-salesman or initially salesman. ¼kw, 100 from N. Y. Box 670E, B•T.

Sales manager for progressive long established 250 Mutual in coastal North Carolina 17,000 market. Outstanding opportunity for successful, hard-working, radio-experienced salesman of good character. Guaranteed draw, expenses, profit percentage has $7-8,000 potential to start. Tell all, soonest available. Box 682E, B•T.

Sales manager. We have a real financial opportunity (both money-wise and future-wise), in the midwest to offer to a top-notch salesman capable of handling men. Please give full details first letter. Box 698E, B•T.

Salesmen

Salesman: Thoroughly experienced salesman for midwestern 5000 watt independent. Position available immediately. Box 655E, B•T.

Newsman: Experienced in handling all functions of a radio news department with emphasis on local news. Must be able to handle major newscasts on the air. Experience in operation of a mobile unit helpful. Position immediately available on 5000 watt, midwestern independent. Box 656E, B•T.

Young, aggressive salesman for midwest metropolitan station. Excellent opportunity. Guaranteed salary and commission. Box 683E, B•T.

Salesman—If you are a top-notch producer with a proven record we want you. Good guaranteed draw plus 5 figure earnings with growing multiple operations in midwest. Please write fully. Box 697E, B•T.

Immediate opening for salesman at Okmulgee, Oklahoma, can also take complete charge of remote studio in city, 10,000. Should be fair announcing. Salary and sales. Guarantee plus liberal commission. Contact Manager, KHB Radio Station.

Hard-hitting salesman. Experienced only. We're growing fast. Name your own terms! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Announcers

Experienced announcer-chief engineer. Virginia daytimer. 50-hour week, $80.00. Send tape, photo, resume. Box 595E, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Staff announcer—opportunity for sales. Will accept beginner or pay for experience. Box 607E, B•T.

Experienced announcer with first phone license. Opening January 1st. 5000 watt network station in southern university town. Send photo, tape and resume to Box 616E, B•T.

Major market midwest indie needs top-flight morning man who can build Hoopers. Rush tape and details. Box 618E, B•T.

Progressive fulltime independent with modern new facilities has immediate opening for mature, versatile, experienced announcer to do board shift and assist in other duties. Good pay, congenial staff. If you are afraid of work, do not apply. Box 671E, B•T.

Wanted: Staff announcer who is ready for competitive market of 125,000. Salary entirely dependent on experience and ability. Send tape and resume immediately. Box 690E, B•T.

Announcer: Pennsylvania station needs man with control board experience and potential for developing into air-personality. Good voice. Box 711E, B•T.

Rapidly extending nationally owned tv and radio operation needs two announcers, experienced all phases radio and/or tv including live camera pitches. Rush complete details, audition and photo. Box 716E, B•T.

Announcer, 3rd class license essential. Send tape, photograph and resume. KMLB, ABC-NBC, Monroe, La.

Announcer with first ticket. Accent on announcing with some maintenance. Immediate opening, network station, contact John Taylor, KWIK, Pocatello, Idaho.

Announcer with first class ticket. Emphasis on announcing. Must be southerner with conversational delivery, no "screamer" wanted. Must be available for interview. Beri Moor, WAMI, Opp, Alabama.

RADIO

Help Wanted—(Cont'd)

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Negro disc jockey, stylist preferred, for rock 'n roll program. Ideal working conditions—experience necessary. Send tape, picture and resume of experience to WHAT, Philadelphia 31, Pa.

Wanted: Experienced announcer with first phone license. $1.76 per hour. WKNK, Muskegon, Michigan.

Top deejay-announcer for personality shows. You can earn top dough. We want top man. Experienced only. Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania, one of chain, Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Technical

Chief engineer-announcer for permanent job with top 1000 watt independent located in major California market. Excellent spot for mature, sincere and experienced man. Send resume, tape. Box 659E, B•T.

Chief engineer-announcer for Virginia 250 watter. Send complete details, including salary requirements and phone number. Box 695E, B•T.

Experienced studio maintenance engineer. Top salary. KTBS-TV, Shreveport, La.

Wanted for growing 5 kw fulltime: a capable engineer who knows both theory and practice, who is good with his hands as well as his head. We are looking for a good man who likes creative construction and thorough maintenance, with a minimum of supervision. No announcing. Experience desirable but not essential. If you don't fit these specifications, please don't apply. If you do, please let us hear from you soon. WCOJ, Coatesville, Pa.

Chief engineer-announcer. New beautifully-equipped 1000 watt daytimer. Send resume and tape or call for interview. Bill Duke, Main 4-4908, WKDL, Clarksdale, Miss.

Engineer-announcer. Experienced only. Must be good! We pay top price! Immediately. Paul Parker, General Manager, WLAS, Jacksonville, N. C.

Immediate opening. WSBA-Radio and Television need 1st class engineer. Contact Lew Jones, Chief Engineer, WSBA-Radio, York, Pa.

Radio technicians wanted for large high frequency stations installation, involving high-power transmitters, diversity receivers, single-sideband and frequency shift equipment, vhf multichannel link, and large antenna fields. Contract employment. Air mail full details, experience and references to INTELEC, S. A., Edificio Industria, Ave. Este 2, Caracas, Venezuela.

Programming-Production, Others

Program director for top Illinois daytimer. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 579E, B•T.

Continuity writer, male. Must be top-flight. 1000 watt fulltime fast-stepping operation serving second largest market in Indiana. Excellent working condition. If you can double for few hours in either announcing or sales, your potential is greater. Give full resume and references as well as expected salary. Box 715E, B•T.

Program director-announcer—experienced, for 1kw CBS affiliate. Immediate opening. KVOR, Colorado Springs, Colo.

Wanted! Traffic manager. Give full background. WWIN, Baltimore 1, Md.

Charles W. Levene—Charles W. Asburn, please write James H. Rees, Union National Bank, Fayetteville, Tennessee, giving your current address.

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to place your future in the hands of an organization exclusively dedicated to the broadcast industry.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV-Radio . . . Howard S. Frazier.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS OF GOOD CHARACTER FOR ALL EXECUTIVE & STAFF POSITIONS WITH TV AND RADIO STATIONS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N.W.
Washington 5, D. C.

RADIO

Situations Wanted

Managerial

General manager—excellent references. Experienced sales, programming, personnel, business, family man. Currently sales manager. Box 676E, B•T.

Manager-salesman employed in small market seeks better opportunity. Ten years experience in all phases. No floater, no character. Civic leader, family. Prefer mid-southeast. Employer informed. Write Box 677E, B•T.

Presently employed midwest. Desire position in southeast as manager or commercial manager. Resume on request. Box 686E, B•T.

Manager wishes to relocate. Has successful proven formula for profitable radio operation. If you want ratings, sales, agency contacts, nine years experience all phases radio, plus top references, write. Box 693E, B•T.

Manager-sales director . . . twenty years experience . . . family . . . dependable . . . efficient . . . references. Box 708E, B•T.

Salesmen

Salesman, DJ, engineer, continuity, programming, production, 6 years. College. Employed. Box 565E, B•T.

Employed manager - salesman - engineer wants quick change, Oklahoma, Texas. Box 675E, B•T.

Announcers

Young man, 30, with nine years broadcasting experience, seeks job as manager of small station in deep south, preferably Florida. Making over $12,000 commissions in major midwestern market in 1955. Will take cut for right position. Presently employed. Can furnish outstanding references. Box 625E, B•T.

Negro. Nationally known rock 'n roll DJ. Available early 1956. Permanent. Box 635E, B•T.

Experienced staffer. Versatile DJ. Smooth commercial delivery. Now available. Tape. Box 636E, B•T.

Mature beginner, college, radio-tv school, good board training. Particular interest in news; good delivery. Now in Chicago, location unimportant. Box 657E, B•T.

Want rythm-blues, pop deejay plus singing? I want future. Employed, available January. Four years experience. Married, 26. Tape, photo. Box 658E, B•T.

East. Experienced staffer, 24, married. Currently employed. Box 663E, B•T.

Newsman, announcer. Trained speaker, authoritative delivery. Versatile, adapatable. Experienced staffer. Do you want performance? Call me. Box 666E, B•T.

Attention — south — southwest — west — sportscaster—commercial announcer—7 years experience, play-by-play, announcing, writing, film, editing, etc. . . need change to dry or salt air climate. Married, college, top references. Proven ability on both radio and television—desire. Currently employed by top station in state. Box 669E, B•T.

Pianist wants to learn radio announcing. Prefer northeast. Experienced accompaniest. Small station. Box 679E, B•T.

Recent broadcasting graduate with first phone license seeks employment as combo man or announcer. Tape, photo, etc. on request. Box 684E, B•T.

Announcer, singer, salesman, experienced man, 32. Single, car. University graduate seeks position with radio or tv station. Will travel or relocate. Box 688E, B•T.

Looking for competent announcer? Well here I am raring to go. Thoroughly trained in news, commercials, DJ work, sportscasting. Money not critical, right opportunity is. Box 689E, B•T.

Above average radio announcer wishes to break the "sound barrier". Box 691E, B•T.

Announcer—Prefer Florida permanently—strong experienced—family. Box 692E, B•T.

Experienced sportscaster available for spring baseball. 8 years all sports, saleable play-by-play in midwest metropolitan market. Also sales and tv. Married, 33. Box 701E, B•T.

RADIO

Situations Wanted—(Cont'd)

Stop! Go no further, for here is the DJ personality, news and idea man, personified you've been waiting for. An asset to any station. Box 703E, B•T.

Deep, resonant voice announcer with working knowledge of the business. Prefer news, commercial DJ. Available immediately. Box 704E, B•T.

Staff announcer, married, recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 705E, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request. Box 706E, B•T.

Good experienced play-by-play announcer wants permanent position with sports minded station. Above average job. Box 710E, B•T.

Announcer, young, single, vet. Versatile. News, commercials, DJ, sports. Desires immediate position. Tape and resume upon request. Jack Davis, 421 Crown St., Brooklyn, N. Y. HYacinth 3-5994.

Experienced announcer relocating permanent staff. Versatile, reliable air personality. News, commercials. Teenager platter appeal. Tom Hopkins, Box 92, Bernardsville, New Jersey. Bernardsville 8-0538.

Experience? Talent? Like big money (9x12 preferably). Write me! Hear me! Hire me! Expect me anywhere! L. Landis, 427 North 7th Street, Newark, New Jersey.

Experienced DJ-announcer. News, commercials, control board. Veteran, single, third ticket. tape available. Desires radio-tv location. Roy Mergner, 127 Ramsey Avenue, Keansburg, N. J.

Experienced announcer, DJ; third class ticket. Also tv announcer, slides-films-audio experience. Wishes summer work with option on fulltime. Tape and resume: Don Miles, WLRN, Bethlehem, Pa.

Pop music DJ, eight years radio and stage experience. First phone. Morris, 2561 Collier Dr., N. W., Atlanta. SYcamore 4-1204.

Announcer DJ. Experienced. Prefer mid-morning show. References and further information available. No $75 offers please. Kenny Sargent, KLIF, Dallas.

1st phone 4 years broadcasting experience. Desire position in same. Clarence Williams, 100 W. 139 Street, New York, N. Y., AU 3-0122.

Announcer, approaching 30, many years experience, now employed as program director—Call Fairfield, Iowa, 371-J. Ask for Ken.

Technical

Recent RCA Institute and SRT graduate; versatile announcer; and phone; college background; prefer west-midwest. Box 673E, B•T.

Experienced radio-tv announcer-engineer, recently left 316kw television station. Desire permanent relocation in the west or midwest. Box 685E, B•T.

RADIO

Situations Wanted—(Cont'd)

Engineer, 1st phone, experience all phases broadcast, operation, maintenance. West preferred, married. No announcing. Box 707E, B•T.

Programming-Production, Others

Program director, 10 years radio. Newsman, announcer, copy, sales. Want opportunity in radio or tv with minimum $7,000.00. Box 660E, B•T.

Sportcaster, publicist, sales, for radio-tv operation. College. Just released from service. Box 665E, B•T.

Program director-announcer-engineer desires to relocate. Experienced and good reputation. Would like to make money for you while making some for myself. All offers carefully considered. $100 weekly. Box 694E, B•T.

Exclusive service: Localized international news at within-budget costs. Top-flight Washington/foreign correspondent returning to Middle East will make select tapes for local newscasts. Hometown personalities, economic news, human interests and travel features, specific assignments. Tapes air expressed directly to you. Write now for exclusive arrangement. Arthur M. Brandel, National Press Club, Washington, D. C.

TELEVISION

Help Wanted

Salesmen

Opening in television sales, vhf-ABC station in basic market. Salary, guarantee plus, commission. Box 667E, B•T.

Announcers

Expanding television operation in large booming western city needs top announcers. Submit full resume and SOF audition. Box 626E, B•T.

Experienced announcer need for full power Michigan vhf staff and on-camera work. Personality type with punch. Send photo and resume. Box 642E, B•T.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in expanding operation. Send complete resume first letter. Box 629E, B•T.

South Florida vhf tv station has opening for experienced maintenance engineers and engineering training. Box 712E, B•T.

Programming-Production, Others

Excellent opportunity for television director with minimum of three years experience. Network affiliate in major market. Box 627E, B•T.

Television continuity writer needed by fast-moving network affiliate in large western city. Send complete resume and salary desired in first letter. Box 628E, B•T.

(Continued on next page)

DISC JOCKEYS—IMMEDIATE OPENINGS!

See our ad on the front cover of this issue. Then, if you're interested in being with America's most "program-minded" radio group, send your tape. We're expanding again—adding WDGY, 50,000 watts, in Minneapolis, subject to FCC approval. Openings available effective after first of the year in all of our markets. We are particularly interested in disc jockeys with a smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterizations, impersonations, etc., so much the better. If you're good we want to talk business. Every tape carefully auditioned, and promptly returned. (Be sure to include address *inside* box.) Send all tapes to: Todd Storz, President:

MID-CONTINENT BROADCASTING CO., OMAHA 2, NEBRASKA

KOWH Omaha
WHB Kansas City
WTIX New Orleans

TELEVISION

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Unusual production, programming, personnel, engineering. 10 years top management experience, including two years tv manager. Highest industry references. Box 561E, B•T.

Production-Programming, Others

Tv announcer-director, 30, B.A. degree. 6 years radio-tv experience. Reliable. Relocate. Box 612E, B•T.

Presently employed general manager of successful small 250 watt station interested in general learning job in tv. Applicant is young with five years experience in all phases of radio. Prefer non-metropolitan market. Box 662E, B•T.

Education, experienced, talent. Radio and tv. 10 years large market, announcing, single, writing acting. Presently tv continuity director. Stable, family man. Seeking opportunity. A lot to offer to the right operation. Box 664E, B•T.

Program director-announcer . . . 10 years experience television-radio. Sports play-by-play, discs, speciality. Looking for job with a future. Box 668E, B•T.

Newscaster available for east coast area. Some announcing. Agency references. Box 680E, B•T.

Experienced tv director. Strong local station background with some network experience. Experienced in programming and execution of all production elements. Understand tv station economics. Box 702E, B•T.

Young man: College, four years experience, editing, camera lighting, news, commercial writing, program, photography. Availability two weeks. Have American papers. John Macfarlane, Wolville, Nova Scotia, Canada.

Newsman experienced in picking it up and writing it down. Two years experience on-camera. Single, veteran. Reply: Don Meighan, KENI, Anchorage, Alaska.

FOR SALE

Stations

Southern local 250w. Good sound economy. Well accepted. Box 699E, B•T.

West coast local. Ideal growing area. $10,000 down. Box 700E, B•T.

Metropolitan market station in area famed for mild winter climate, showing growth with industrial expansion. Station is major network and priced within 1¼ times its annual gross (in $100,000 range), with both market figures and FCC averages showing a greater potential. Paul H. Chapman, 84 Peachtree, Atlanta.

Kentucky daytimer priced at book value of assets: $49,991.79. Gross past six months, $31,043.48. Half cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Eastern buyers should contact me for good sound buys. John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Free list of good radio and tv station buys now ready. No obligation. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Single station, mid-south market 15 million plus retail sales. $45,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale, 100 watts day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail Hugh R. Norman, Box 534, Davenport, Iowa.

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 575E, B•T.

6 Gates CB-11 3 speed turntables $85 each . . . 2 for $160. Guaranteed A-1 condition. Cash only. Also 1 Raytheon 250 transmitter and Raytheon delux console $1,800 complete. Box 678E, B•T.

G.E. power supplies, slide projector and attachments, stablizing amplifiers, pre-set panel, master control panel, etc. Equipment has been in storage but not in use. For details and price write Box 687 E, B•T.

FOR SALE—(Cont'd)

Equipment

RCA high frequency field intensity meter type 301-B, 18 to 125 megacycle, am & fm. Don Abitz, KDTH, Dubuque, Iowa.

For sale—RCA TF-6AH superturnstile—channel 10. Minor changes to channel 7 through 13. Used 8 months, 2½ years old. Excellent condition. Pressurized. Make offer. KOLN-TV, Lincoln, Nebraska.

In excellent used condition 100—#500 Century 6-inch 250-750 watt Fresnelite spotlights with pipe clamps. 25—#2570 Century Barn Doors for #500 spotlights. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

For sale: complete RCA 5C transmitter to be available January 1. Reasonable offers considered. Contact Harold Holland, WFBM, Indianapolis.

One Presto type RC-10/24 tape recorder transport mechanism in portable case, priced for quick sales. WJTN, Jamestown, New York.

For Sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.7 mc. Fm monitor type BM-1-A to match; all excellent condition. WLOE, Inc., Leaksville, N. C.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone Gene O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

WANTED TO BUY

Stations

Principal interested in profitable station located mid or north central for $20,000 down. No brokers. Box 661E, B•T.

I want to buy a radio station. Am presently station manager wanting to become station owner. Send complete information. Have down payment. Box 696E, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates . . .

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention

SUBSCRIBER TO NARTB

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: [illegible] N. W. 21st Avenue
Portland, Oregon • CA [illegible]

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

WANTED TO BUY—(Cont'd)

Stations

Station wanted. Colorado, Texas, Oklahoma, Arkansas, Kansas, Missouri. Ralph Erwin, Broker, Box 811, Tulsa.

Equipment

Fm transmitter, low power, monitor, antenna, consolette, state condition and best price. Box 688E, B•T.

Wanted: Remote amplifiers, broadcast microphones, studio console, 500 watt am broadcast transmitter. Box 623E, B•T.

Wanted—up to 1,200 ft. used 1⅝" ohm transmission line. State manufacturer, price and condition. Box 624E, B•T.

Maggie PT6-AH contact. KYNO, Fresno, California.

50—used of standard make 1000 watt 8-inch lens. Fresnel lens spotlights with pipe clamps. WDSU-TV, 520 Royal Street, New Orleans 16, Louisiana.

Wanted: 2 equipment racks in good condition. Would like RCA type 84, or equivalent. Send photo (if possible) and asking price to: A. R. Moser, WNMP, 2201 Oakton Street, Evanston, Ill.

Wanted: 12" recording turntable with 78-33⅓ motor suitable for use with RCA type 72-D recording attachment. Must be in top-notch condition. Write, phone Radio Station WOHI, East Liverpool, Ohio. FUlton 5-1490.

Wanted to buy: 500 or 1000 watt transmitter, preferably RCA. Send all details about price and time it has been used to XEAW, P. O. Box 628, Monterrey, Nuevo Leon, Mexico. If possible include photograph and diagrams.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES ENGINEER WANTED

Qualified sales engineer with experience in radio broadcast and studio equipment sales wanted for travel in midwest area. Must own car and be willing to travel for company with an excellent reputation for highest quality equipment. Box 598E, B•T.

ACCOUNT EXECUTIVE
$10,000 POTENTIAL

For 1000 watt fulltime fast stepping promotion-minded operation serving second largest market in Indiana. Liberal draw against 15%. Our account executives will make $10,000 this year and have fine chance for $12,000 next year. We will help you get started with a list of local active accounts. If you are sincere, settled, can and want to sell radio advertising, contact us immediately. Airmail special complete resume and references.

Box 714E, B•T

Announcers

ANNOUNCER
CONTROL BOARD
OPERATOR

For Rocky Mountain regional CBS 5000 watts. Salary around $375.00, depending on ability and experience. Airmail complete details, photo to:
Box 709E, B•T

RADIO

Help Wanted—(Cont'd)

SOUTH FLORIDA
East Coast

Combo man with first phone ticket

EMPHASIS ON ANNOUNCING

Ideal working conditions
Good starting pay
Top rated station

IMMEDIATELY ! ! ! !

BOX 672E, B•T

Technical

CHIEF ENGINEER
AM-FM-TV

Overall supervision of growing operation in major Eastern market. Pleasant living and fine future possible for right man who is not afraid to work at it.

Box 681E, B•T

TELEVISION

Help Wanted

Salesmen

REAL OPPORTUNITY

Central California valley independent TV station offers excellent opportunity for above-average earnings to two (2) young salesmen with radio or TV sales background who have *proof* that they know how to sell retail accounts in rural market—who will stay on the streets and who *like* to fill out daily sales reports. Laggards won't last over 30 days but live-wires who want to earn $10,000.00 per year and over as present salesmen are doing have unlimited future with beginning guarantee of $400 against 15% commissions.

Box 674E, B•T.

Situations Wanted

Programming-Production, Others

AGENCY OR CLIENT
ON YOUR BACK?

Let former executive producer (with one of nation's largest sponsors) with bright creative record handle them with dispatch and experience. Returning to directly-creative field, he is now available for responsible production assignment.

Box 713E, B•T.

MISCELLANEOUS

LEASE

Outstanding series singing weather announcements—"The Singing Weathermen" featuring The Debonaires, top network talent. Exclusive one station per city. Price $75.00 per year. Send $2.50 deposit for audition. Deposit refunded if audition returned within thirty days. Bloch and Co., 1010 Euclid Bldg., Cleveland 15, Ohio. (If in mid-Atlantic area contact Mr. Eisenberg, 2524 North Charles St., Baltimore 18, Md.

FOR SALE

Stations

VHF

Partially constructed VHF TV station, to be ABC outlet in 3-station market, ranked within "top 100" of nation. For sale at cost of expenses to date, less than $100,000.

CALL

PAUL H. CHAPMAN

RADIO AND TELEVISION STATION BROKER
84 PEACHTREE STREET, N. W.
ATLANTA, GEORGIA
ALPINE 3207

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street. N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 90)

ment of license to Radio K Inc. dismissed at request of applicant. Dismissed Dec. 6.

APPLICATIONS

WULA Eufaula, Ala.—Seeks assignment of license to **Edward B. Fussell, Jessie B. Fussell** (present owners), **Ralph W. Hoffman** and **Emily G. Hoffman** d/b as Alabama-Georgia Broadcasters. Mr. and Mrs. Hoffman are to own half of station for $5,000. Mr. Hoffman is WULA station manager. Filed Dec. 6.

KXOC Chico, Calif.—Seeks transfer of control to **Jack O. Gross** for $25,000 plus assumption of $52,750 in notes, plus $10,000 for agreement not to compete in Chico market in next five years. Mr. Gross is former owner of **KFMB-AM-FM-TV San Diego, Calif.** Filed Dec. 6.

WFEC Miami, Fla.—Seeks assignment of license to Florida East Coast Bcstg. Co. for $70,000. Principals are: Pres. **Harry Trenner** (60%), dir., General Teleradio Inc., and vice pres., MBS; Vice Pres.-Secy. **Herbert Schorr** (40%), gen. manager of WFEC; **Florence Trenner**, housewife, and **Lillian Schorr**, WFEC employe. Filed Dec. 2.

WMT-AM-TV Cedar Rapids, Iowa—Seeks transfer of negative control (50%) to trustees **William B. Dolph. William B. Quarton and Natl. Metropolitan Bank of Washington** acting in behalf of benefical owners **Helena Mark Kamons, John Shaffer Mark, Dale Shaffer Mark** and **Mary Mark Merrill**, children of Helen Shaffer Mark, transferor. Mrs. Mark is to be given promissory notes in value of $500,000 ($1,000 per share). Mr. Dolph owns radio production firm. is 15% partner in **KJBS San Francisco**, pres. of WMT, 29% owner WMT-TV, treas. of **KULA-AM-TV Honolulu** (see under Ownership Changes, applications), dir. of **KGIL San Fernando, Calif.**, and holder of 40.2% interest in **KMYR Denver, Colo.** Mr. Quarton owns 20% of WMT-TV and 5% of KULA-AM-TV. Natl. Bank of Washington engaged in banking business since 1814. Mrs. Kamons is asst. secy.-dir. of WMT. J. S. Mark is public relations counselor. D. S. Mark is vice pres. of automotive supply firm. Mrs. Merrill is housewife. Filed Dec. 1.

KSTT Davenport, Iowa—Seeks assignment of license to **Quint Cities Bcstg. Co.**, parent company. Corporate change only; no change in control. Filed Dec. 1.

WPTX Lexington Park, Md.—Seeks acquisition of control by **William J. Thomas** for $9,228. Mr. Thomas is buying out his partners. Filed Dec. 1.

WMTE Manistee, Mich.—Seeks transfer of control to **James R. Sumbler** for $30,999.90. Mr. Sumbler, whose professional name is Jim Gray, is announcer for ABC, Chicago. Filed Dec. 1.

KABQ Albuquerque, N. M.—Seeks assignment of license to Duke City Bcstg. Corp. for $110,000. Principals are: Pres.-Treas. **Edward M. Sleighel** (60%), gen. manager of **WTRY Troy, N. Y.**; Vice Pres. **Nancy W. Sleighel** (39.6%), housewife, and Secy. **E. D. Johnston** (.4%), attorney. Filed Dec. 2.

WCED-AM-FM Du Bois, Pa.—Seeks transfer of control to **Jason S. Gray** and **Harold T. Gray**. Purchase price of $266,846.06 includes real estate, *Du Bois* (Pa.) *Courier-Express*, and other printing property. No breakdown of price was made. Messrs. Gray each held 25% of WCED-AM-FM prior to present transaction. H. T. Gray is 12½% owner of **WILK-AM-TV Wilkes-Barre, Pa.** Filed Dec. 6.

KULA-AM-TV Honolulu, Hawaii—Seeks assignment of license from Pacific Frontier Bcstg. Corp. to Television Corp. of America Ltd. for $600,825.50. Principals include: Pres. **Richard C. Simonton** (25%), electrical engineer, wired-music interests, and 36⅔% owner of **KRKD-AM-FM Los Angeles**; Exec. Vice Pres. **Jack A. Burnett** (25%), 10% owner of Pacific Frontier; Secy.-Treas. **Arthur B. Hogan** (25%), investment broker and pres. of KRKD-AM-FM and **Albert Zugsmith** (25%), movie producer, media broker. Albert Zugsmith Corp., owned by Messrs. Hogan and Zugsmith, is 36 2/3% owner of KRKD-AM-FM.

APPLICATION RESUBMITTED

WDVH Gainesville, Fla.—Application for assignment of license to WDVH Inc. resubmitted. Resubmitted Dec. 2.

Hearing Cases . . .

INITIAL DECISIONS

WICU (TV) Erie, Pa.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of Dispatch Inc., for renewal of license of WICU (TV). Action Dec. 7.

FINAL DECISIONS

Elmira, N. Y.—FCC assigned ch. 9 to Elmira, N. Y., and changed offset carrier requirements in Washington, D. C., from nine minus to nine even and in Greenville, N. C., from nine even to nine minus, effective Jan. 6, 1956. This resulted from rule-making initiated Oct. 7, 1954, on petition by Elmira Television for such drop-in at Elmira and conflicting petition by Williamsport Radio Bcstg. Assoc. Inc. to assign that ch. to Blossburg, Pa. Rejected Elmira Television request for show cause order to enable **WTVE (TV) Elmira** to operate on ch. 9 and made ch. available for application by any interested party. Action Nov. 20.

Richmond, Va.—Dec. 2 FCC announced decision of Nov. 30 granting application of Richmond Television Corp. for new tv station to operate on ch. 12, Richmond, with waiver of sec. 3.613 to locate main studio six miles from center of city and denying competing application of Richmond Newspapers Inc.

New Rules

PART 3 of the FCC rules governing Radio Broadcast Services, as revised Nov. 3, was published in the Dec. 9 issue of the *Federal Register*. This revision combines in a single edition all the rules, regulations, and technical standards for the radio broadcasting services—am, fm, tv, etc.—with all amendments outstanding as of Nov. 3. The Commission has not reproduced copies of this revision. Copies may be obtained by ordering the Dec. 9 *Federal Register*, if any are left, or waiting until the printed revision is put on sale by the Supt. of Documents, Govt. Printing Office, Washington.

OTHER ACTIONS

Conelrad—FCC initiated rule-making to incorporate in part 3 of its rules that part of Conelrad plan which pertains to conduct of noncommercial educational fm and international stations during alert. New subpart H to part 3 of rules governing Radio Broadcast Services is proposed to make participation in Conelrad mandatory for these services. Comments may be filed by Jan. 3. 1956. Action Nov. 30.

Zone I—FCC vacated its action of July 20, 1955, which would have permitted use of maximum power with ant. heights up to 1,250 ft. for vhf stations in Zone I, and make this proceeding part of its proposed general television rule-making of Nov. 10. Commission will also consider in general rule-making proceeding proposal to permit certain stations in Zone II to operate with maximum power irrespective of ant. height. Also amended sec. 3.614 (b) of rules, effective Jan. 16, 1956, to permit vhf stations in Zone I which had been authorized to relocate their trans. sites and construct new towers and ant. in excess of 1,000 ft. after issuance of third notice (March 21, 1951) and had completed or substantially completed construction of towers and ant. prior to issuance of sixth report and order (April 14, 1952) to use max. power at height specified in authorization.

WSLA (TV) Selma, Ala.—Dec. 2 FCC announced its memorandum opinion and order of Dec. 1 dismissing petition of Deep South Bcstg. Co. directed toward Commission June 29 action enlarging issues in proceeding re application for mod. of cp of WSLA (TV) Selma.

Fort Lauderdale, Fla.—FCC designated for hearing application of Charles W. Stone for new am to operate on 1470 kc, 1 kw, DA-D; made **WWPB Miami** and **WAHR Miami Beach, Fla.**, parties to proceeding. Action Nov. 30.

Tifton, Ga.—Nov. 30 FCC granted joint petition by **WTIF** and **WWGS Tifton, Ga.**, to extent of extending to Dec. 12 time for filing proposed findings in protest proceeding involving application of WTIF for new am to operate on 1570 kc, 1 kw D in Tifton.

WOPA Oak Park, Ill.—By separate orders of Dec. 1 FCC (1) denied petition by **WOPA Oak Park** for reconsideration and grant without hearing of its application to move its trans. to Chicago and (2) waived rules to accept WOPA late appearance in proceeding.

WSUH Oxford, Miss.; East Arkansas Broadcasters Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark.; WHER Memphis, Tenn.—Designated for consolidated hearing applications of WSUH to change from 1420 kc to 1430 kc with 1 kw D; East Arkansas for new am to operate on 1400 kc, 250 w unl.; Moxley for new am station on 1410 kc, 500 w D and WHER to change from 1430 kc, 1 kw D to 1410 kc, 5 kw D. Denied request of East Arkansas for additional time to amend application. Action Nov. 30.

Henryetta, Okla.—Dec. 1 FCC (1) granted "appearance" filed by Henryetta Bcstg. Co. insofar as its requests dismissal without prejudice of its application for new am station (1590 kc) in Henryetta, Okla. (which is in consolidated proceeding with application of Henryetta Radio Co.) denied petition in all other respects; and (2) dismissed as moot Broadcast Bureau petition to dismiss with prejudice Henryetta Bcstg. Co. application.

KSLM-TV Salem, Ore.—FCC designated for hearing on Jan. 23, 1956, application for mod, of cp to move trans. site from location 5.5 miles from Salem and 22.4 miles from Portland, increase vis. ERP from 5.5 kw to 100 kw and make equipment changes. **KPTV (TV)** and **KOIN-TV**, both **Portland**, were made parties to proceeding. Action Dec. 7.

Miners Bcstg. Service Inc., West Chester, Pa.; Rollins Bcstg. of Delaware, Inc., Philadelphia; Franklin Bcstg. Co., Philadelphia—Granted petition of Miners for reinstatement of its am application which was dismissed without prejudice Aug. 19, 1954, and accepted May 23, 1955, amendment; denied Miners petition to direct Rollins to show cause why frequency of **WJWL Georgetown, Del.**, should not be changed from 900 kc to 1250 kc; denied petition of Rollins to dismiss applications of Miners and Franklin; designated for consolidated hearing applications for cps for new am stations to operate on 900 kc, D by Miners with 500 w, Rollins and Franklin, each with 1 kw, DA; made **WPEN Philadelphia**, party to proceeding. Action Nov. 30.

Williamsport-Milton, Pa.—FCC, on protests by **WLYC Williamsport, Pa.**, and **WMLP Milton, Pa.**, postponed effective date of Oct. 5 grant to Williamsport Radio Bcstg. Assoc. Inc. for new am to operate on 1380 kc, 1 kw D, Milton, and designated said application for hearing on Jan. 23; made protestants parties to proceeding. Announced Dec. 6.

Cleveland, Tenn.—Nov. 30 FCC granted petition by Rounsaville of Cleveland Inc. to extent of extending to Dec. 5 time for filing exceptions and supporting brief in protest proceeding involving application of **WCLE** for new am to operate on 1570 kc, 1 kw D in Cleveland, Tenn.

New Johnsonville, Tenn.—Johnsonville Bcstg. Co. designated for hearing on its application for new am to operate on 1450 kc, 250 w unl. **WPAD Paducah, Ky.**, and **WHDM McKenzie, Tenn.**, were made parties to proceeding. Action Dec. 7.

Othello, Wash.-Pendleton, Ore.—Dec. 1 FCC (1) denied petition by Robert R. Moore, tr/as Othello Bcstg Co., Othello, Wash., to accept late appearance in consolidated proceeding on his application and that of John M. Carroll, tr/as Umatilla Bcstg. Enterprises, Pendleton, Ore., each seeking new am on 1050 kc, (2) dismissed with prejudice Moore's application, and (3) dismissed as moot Moore's petition requesting dismissal without prejudice.

Routine Roundup . . .

December 1 Decisions

BY THE COMMISSION

Granted SCA

WWPG-FM Palm Beach, Fla.; WJAS-FM Pittsburgh; WFMF (FM) Chicago; WMIT Charlotte, N. C.

December 2 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Triangle Pub. Inc., Central New York Bcstg. Corp., Elmira, N. Y.—Granted petiton of Triangle for dismissal without prejudice of its tv application (ch. 18); and retained in hearing status Central New York Bcstg. Corp. application. Action Nov. 30.

Oceanside-Carlsbad Co., Oceanside, Calif.—Granted petition for dismissal without prejudice of its am application. Action Nov. 30.

By Hearing Examiner J. D. Bond

Central New York Bcstg. Corp., Elmira, N. Y.—Granted motion to advance hearing date re its tv application (ch. 18); applicant's written direct affirmative case exhibits shall be exchanged on or before Dec. 5 and date for commencement of hearing in this proceeding is advanced from Jan. 3, 1956 to Dec. 13, 1955. Action Dec. 1.

By Hearing Examiner Herbert Sharfman

WEOL Elyria, Ohio—Gave notice of prehearing conference Dec. 5 re application of WEOL Elyria for renewal of license. Action Nov. 29.

WMAN Mansfield, Ohio—Gave notice of prehearing conference Dec. 8 re application of WMAN Mansfield for renewal of license. Action Nov. 29.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for continuance of hearing from Nov. 28 to Nov. 30 in ch. 4 proceeding, involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co., Cheboygan, Mich. Action Nov. 28.

Straits Bcstg. Co., Cheboygan, Mich.—Granted petition for leave to amend its tv application (ch. 4) (a) to disclose that R. E. Hunt, applicant, has become partner in applicant for new am station at Munising, Mich.; (b) to specify certain changes in equipment and slight change in ERP; (c) to show an increase of approx. 10% in estimated cost of construction; etc. Action Nov. 28.

By Hearing Examiner H. Gifford Irion

Fort Lupton-Brighton, Colo.—Issued order governing hearing re am applications of Harry Laurence Hill, Fort Lupton, and Arline S. Hodgins, Brighton, Colo.; exhibits relating to direct case of applicants shall be exchanged not later than Dec. 7 and formal hearing conference will be held Dec. 19, date now appointed for commencement of proceeding. Action Nov. 29.

By Hearing Examiner J. D. Bond

The Cerritos Bcstg. Co., Signal Hill, Calif.—Denied petition of Nov. 23 for continuance of hearing scheduled for Dec. 1 re its am application. Action Nov. 29.

December 1 Applications

ACCEPTED FOR FILING

Modification of Cp

KMYC Marysville, Calif.—Seeks mod. of cp (which authorized erection of third tower to be used with present northeast tower for D operation and changes in DA-D pattern) for extension of completion date.

KAUS Austin, Minn.—Seeks mod. of cp (which authorized mounting tv ant. on east tower) for extension of completion date.

KTRH Houston, Tex.—Seeks mod. of cp (which authorized changes in DA-D ant. system) for extension of completion date.

WWLP (TV) Springfield, Mass.—Seeks mod. of cp (for changes in existing tv facilities) to extend completion date to July 1, 1956.

WTPA (TV) Harrisburg, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15, 1956.

WATR-TV Waterbury, Conn.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date.

License to Cover Cp

WMAL-FM Washington, D. C.—Seeks license to cover cp (which authorized changes in licensed station).

WEPS (FM) Elgin, Ill.—Seeks license to cover cp (which authorized changes in licensed station).

WUOT (FM) Knoxville, Tenn.—Seeks license to cover cp (which authorized changes in licensed station).

WKOW-TV Madison, Wis.—Seeks license to cover cp which authorized new tv station.

WAKU Latrobe, Pa.—Seeks license to cover cp which authorized increased power and equipment changes.

KHSL-TV Chico, Calif.—Seeks license to cover cp which authorized new tv station and to change studio location to 180 W 4th St., Chico.

Remote Control

WALT Tampa, Fla.; KOLE Port Arthur, Tex.; WHAT-FM Philadelphia.

Cp

WEPS (FM) Elgin, Ill.—Seeks cp to replace permit (which authorized changes in licensed station) which expired June 29.

KCFM (FM) St. Louis, Mo.—Seeks cp to replace cp which authorized new fm station which expired Nov. 7.

Renewal of License

WMRO Aurora, Ill.; KPRS Kansas City, Mo.; WLCX LaCrosse, Wis.; WMT Cedar Rapids, Iowa; KLEE Ottumwa, Iowa; KMNS Sioux City, Iowa; KXLW Clayton, Mo.; KDKD Clinton, Mo.; KREI Farmington, Mo.; KFRM Kansas City, Mo.; KMMO Marshall, Mo.; WIL St. Louis; KWOS-FM Jefferson City, Mo.; WMBH-FM Joplin, Mo.

Renewal of License Returned

KBOA-FM Kennett, Mo.—Application for renewal of license returned. Notary seal not affixed.

KWAR (FM) Waverly, Iowa—Application for renewal of license returned. Filed on wrong form.

KCRV Caruthersville, Mo.—Application for renewal of license returned. Not signed correctly.

Extension of Authority

MBS New York—Seeks extension of authority to transmit programs to **CKLW Windsor, Ont.**, stations owned and operated by Canadian Bcstg. Corp., and stations licensed by Canadian Minister of Transport.

December 2 Applications

ACCEPTED FOR FILING

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (as mod. which authorized installation of new ant. and increased height) for extension of completion date.

WQXR New York—Seeks mod. of cp (which authorized increased power, install DA-1 and make equipment changes) for extension of completion date.

WTVN Columbus, Ohio—Seeks mod. of cp which authorized mounting tv ant. on top of northwest tower (increase height) for extension of completion date.

KDLS The Dalles, Ore.—Seeks mod. of cp (which authorized new am station) for extension of completion date.

WMAL-TV Washington, D. C.—Seeks mod. of cp (which authorized cp to make changes in facilities of existing tv station) to extend completion date to April 13, 1956.

WTAO-TV Cambridge, Mass.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to July 5, 1955.

License to Cover Cp Resubmitted

KGAS Carthage, Tex.—Resubmits application for license to cover cp which authorized new am station.

License to Cover Cp

KOFI Kalispell, Mont.—Seeks license to cover cp which authorized new am station.

KCVL Colville, Wash.—Seeks license to cover cp which authorized new am station.

December 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

WPLA Plant City, Fla.—Seeks license to cover cp which authorized increase in power.

WCLB Camilla, Ga.—Seeks license to cover cp which authorized change in frequency and increased power.

WCRV Washington, N. J.—Seeks license to cover cp (as mod.) which authorized new am station.

WOHS Shelby, N. C.—Seeks license to cover cp which authorized increased power.

WNRG Grundy, Va.—Seeks license to cover cp which authorized new am station.

KZUN Opportunity, Wash.—Seeks license to cover cp which authorized new am station.

WCLG Morgantown, W. Va.—Seeks license to cover cp which authorized increased power.

WEKZ Monroe, Wis.—Seeks license to cover cp which authorized increased power.

WKLJ Sparta, Wis.—Seeks license to cover cp which authorized change in frequency and increase in power.

License to Cover Cp Resubmitted

WGOL Goldsboro, N. C.—Resubmits application for license to cover cp which authorized new am station.

Remote Control

KUOM Minneapolis, Minn.; WJPR Greenville, Miss.

Renewal of License

WMCW Harvard, Ill.

December 7 Decisions

By the Commission

Renewal of License Granted

WOSH Oshkosh, Wis.; WTIM Taylorville, Ill.; WFOB-AM-FM Fostoria, Ohio; WROY Carmi, Ill.; WEAW Evanston, Ill.

SCA Granted

KCMS (FM) Manitou Springs, Colo.; KTKT-FM Tucson, Ariz.; WGCM-FM Gulfport, Miss.; WBBQ-FM Augusta, Ga.; WGH-FM Newport News, Va.

Broadcast Bureau Decisions

Actions of Dec. 1

WATR-TV Waterbury, Conn.—Granted extension of completion date to June 29, 1956.

WTPA (TV) Harrisburg, Pa.—Granted extension of completion date to June 15, 1956.

WHOT Campbell, Ohio—Granted license to cover cp which authorized new am station.

WBEZ Rehoboth Beach, Del.—Granted license to cover cp which authorized new am station.

Actions of Dec. 2

WIBA-FM Madison, Wis.—Granted STA to remain silent to March 31, 1956.

WUOT (FM) Knoxville, Tenn.—Granted license to cover cp for power of 70.5 kw ERP.

KFSD-TV San Diego Calif.— Granted extension of completion date to June 30, 1956.

WICA-TV Ashtabula, Ohio—Granted extension of completion date to June 30, 1956.

WMAL-TV Washington, D. C.—Granted extension of completion date to April 13, 1956.

KTYL Mesa, Ariz.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

KTRH Houston, Tex.—Granted mod. of cp for extension of completion date to June 27, 1956.

MBS New York—Granted extension of authority to transmit programs to CKLW Windsor, Ont., stations owned and operated by Canadian Bcstg. Corp and stations licensed by Canadian Minister of Transport for period ending Feb. 28, 1957.

KDLS Portland, Ore.—Granted mod. of cp for extension of completion date to June 30, 1956.

WCSI Columbus, Ohio—Granted license to cover cp which authorized increased power.

WAKU Latrobe, Pa.—Granted license to cover cp which authorized increased power.

KTLU Rusk, Tex.— Granted license to cover cp which authorized new am station.

Actions of Dec. 5

KFBC-TV Cheyenne, Wyo.— Granted extension of completion date to Feb. 1 1956.

WNIB (FM) Chicago— Granted license to cover cp.

WKBI St. Marys, Pa.—Granted cp to make ant. system changes.

WAMM Flint, Mich.—Granted mod. of cp to make DA pattern changes.

KAUS Austin, Minn.—Granted mod. of cp for extension of completion date to Feb. 1, 1956.

Actions of Dec. 6

WKNY-TV Keene, N. H.—Granted extension of completion date to June 24, 1956.

WTAO-TV Cambridge, Mass.—Granted extension of completion date to July 5, 1956.

WSAJ Grove City, Pa.—Granted permission to remain silent from Dec. 17, 1955 to Jan. 2, 1956.

WARK Hagerstown, Md.—Granted mod. of cp for extension of completion date to April 1, 1956.

KMYC Marysville, Calif.—Granted mod. of cp for extension of completion date to March 27, 1956.

WQXR New York—Granted mod. of cp for extension of completion date to Feb. 29, 1956.

WTVN Columbus, Ohio—Granted mod. of cp for extension of completion date to Jan. 2, 1956.

WSLI Jackson, Miss.—Granted mod. of license to change studio location.

WNDU South Bend, Ind.—Granted cp to change ant.-trans. location and make changes in ant. and ground system.

WBLA Fayetteville, N.C.—Granted mod. of cp for approval of ant.-trans. and studio location.

KJEO (TV) Fresno, Calif.—Granted extension of completion date to June 8, 1956.

WGTH-TV Hartford, Conn.—Granted extension of completion date to July 5, 1956.

WNOW-TV York, Pa.—Granted extension of completion date to July 5, 1956.

WHBF-TV Rock Island, Ill.—Granted extension of completion date to June 21, 1956.

UPCOMING

DECEMBER

Dec. 13: NARTB Sports Committee, Waldorf-Astoria, New York.
Dec. 16: NARTB Tv Viewer Reaction Committee, NARTB Hdqrs., Washington.

JANUARY

Jan. 5: NARTB Television Information Committee, NARTB Hdqrs., Washington.
Jan. 10: Employer-Employe Relations Committee, NARTB Hdqrs., Washington.
Jan. 12: Oklahoma Assn. of Broadcasters, Lawton.
Jan. 12: NARTB Tv Film Committee, NARTB Hdqrs., Washington.
Jan. 12-13: NARTB Radio Standards of Practice Committee, NARTB Hdqrs., Washington.
Jan. 19-21: South Carolina Broadcasters Assn. Annual Convention, Clemson House, Clemson.
Jan. 26-27: NARTB Code Review Board, San Francisco.
Jan. 30-31: NARTB Board Committee, San Marcos Hotel, Chandler, Ariz.

FEBRUARY

Feb. 1-3: NARTB Board of Directors, San Marcos Hotel, Chandler, Ariz.
Feb. 2-3: Institute of Radio Engineers National Symposium on Microwave Techniques, Philadelphia.

MARCH

March 10: Michigan State U. Dept. of Speech 11th Annual Radio-Tv Conference, East Lansing.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 19-22: IRE National Convention and Radio Engineering Show, Waldorf-Astoria, New York.

BROADCASTING TELECASTING

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editorials

Sales Through the Air: 1955

THE 36 advertising agencies with the largest billings in radio and television are spending $812.5 million for the broadcast advertisements of their clients during 1955, according to B•T's fourth annual agency survey (full findings page 27).

That's a lot of money. It's 43% of those agencies' total expenditures for all media during the year. It's $113.3 million more than the top 36 agencies of 1954 spent for the broadcast media then, or an average increase of 16.2%. But those agencies with the largest radio-tv billings increased them far more than the average. Young & Rubicam's broadcast expenditures for 1955 are up 20% over 1954; Leo Burnett's are up 26%; McCann-Erickson's, 30% Benton & Bowles', 34%.

The conclusion is obvious: Those who use radio and television most continue to use them more and more, year after year.

Antennaed Farms

THE U. S. Census Bureau has provided invaluable information to U. S. advertisers who wish to sell goods or services to farmers. The bureau has proved that television, the most dramatic avenue to the consumer, now extends to more than one out of every three U. S. farms.

Or, to be more accurate, that was the proportion of farms equipped with tv more than a year ago when the Census of Agriculture was made. The ratio now, of course, must be presumed to be considerably higher. There are now probably two million farms with television—over 40%of all farms.

As our story in this issue reports, television saturation increased more than twelvefold in U. S. farm homes between the spring of 1950, when the regular decennial census was taken, and the fall of 1954. In the same period tv saturation increased less than sixfold in city homes.

At one stage of television's brief history, it was widely believed that tv would never be able to deliver a farm audience, owing to the limited range of television stations as compared with that of radio stations. The 1954 argriculture census pretty well demolishes that belief.

To be sure, there are still many farms outside the reach of tv, and it is to be hoped that the television system will be enabled to expand to cover most of them in a reasonable time.

But the two million farms now equipped with tv, over 40% of the total farm market, constitute circulation that demands the attention of advertisers.

Together, the two broadcast media are obviously the best roads to the farm. With radio the advertiser can reach practically any farm in America. With television he can reach 40% of all farms with the unequaled impact of tv selling.

The Meeting Issue Was Met

HERE'S democracy at work: More broadcasters attended fewer meetings in 1955 and got more accomplished than ever before.

It happened because the NARTB cut the number of annual field sessions from 17 district meetings to 8 regional gatherings. There was less wear and tear on broadcasters and on the NARTB staff. The savings to all concerned probably exceeded $2 million.

Just a year ago B•T conducted a survey which showed overwhelmingly that station management wanted fewer meetings. The radio and television boards of NARTB, backed by management, followed through, not only because it was the will of the membership but because of hardship on President Hal Fellows and staff who had to hedge-hop to 17 practically back-to-back meetings, coast-to-coast.

In tallying results of the regional sessions which concluded last month, it was found that the delegates liked the condensed schedule and that more of them participated. Now they want the three-day sessions telescoped into two days. And they'll probably get them next year.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Haven't you heard about enough sermons for one Sunday?"

More than that, the membership handed the NARTB a "platform" for 1956. They want action on the daylight time problem. They would like solution of the multiple rating service confusion. They hope the FCC will do something about easing the record identification rule (and they'll probably get their wish). And, as always, they would like to reduce the "hardship" of copyright fees.

There was a surprise too—the rhubarb over the proposal that the association's name be changed back to "National Assn. of Broadcasters." Four of the eight regions favored dropping "National Assn. of Radio and Television Broadcasters," on the ground that the word "broadcasters" covers both radio and tv. Frankly, we were not in favor of the original change, but there were extenuating circumstances. The television lads insisted upon it as a condition precedent to the fusion of the then Television Broadcasters' Assn. into the then NAB. We thought "NARTB" would be too unwieldly. But now we're conditioned to it.

In the same democratic spirit, maybe it's an issue to be decided at the NARTB annual convention in Chicago in April. It would give some of the orators an opportunity to spell-bind their colleagues at what has become a rather dull and dreary windup business session.

Their Two-Bits' Worth

NOT EVEN advocates of subscription television will be able to make much capital of the survey findings released last week by Ford Frick, U. S. baseball commissioner.

In a nationwide survey conducted at Mr. Frick's direction, 37% of the respondents said they would be willing to pay 25 to 50 cents to see baseball games on toll tv "if it was felt such a plan was necessary to keep baseball operating."

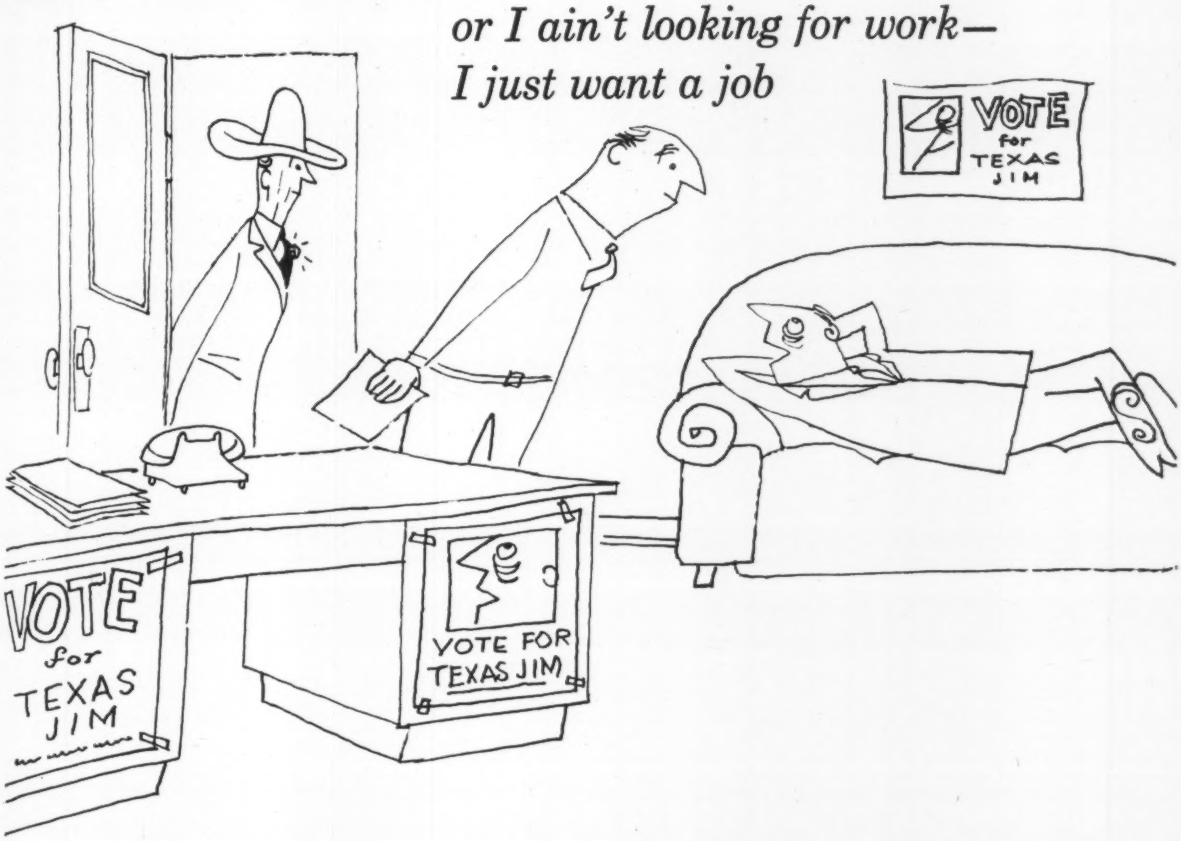
Without concern for other features of the survey, we wish to point to the phrase: "if it was felt such a plan was necessary to keep baseball operating." This question must have resulted in weighted answers like those which would most likely be obtained in response to such a question as: "If your neighbor's children were starving, would you chip in two-bits for milk?" Only the hopelessly anti-social would give a negative answer.

The baseball fan, it must be presumed, is interested in perpetuation of the game—even to the extent of saying he would contribute directly to its support through the medium of toll television. To say he would not pay for televised baseball—if toll tv were "necessary to keep baseball operating"—would be to say he did not care if the game became extinct.

Neither advocates nor opponents of subscription television can get a definitive reading from such research as this.

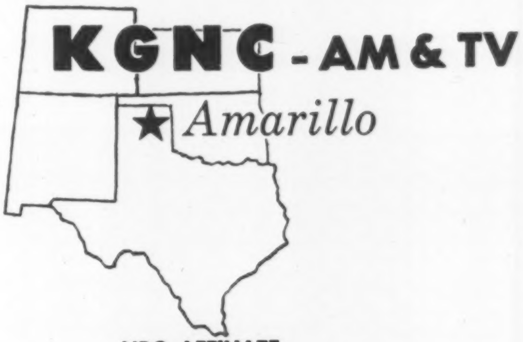
SUBOURBON LIFE

*or I ain't looking for work—
I just want a job*



The manager of a candidate for county office, so a Texas story goes, awakened his charge from an afternoon nap and said, "Tex, according to a story making the rounds, you ain't taken a sober breath since Thanksgiving. How'm I going to get you elected judge with that kind of conduct?" "You etcetera," the man answered, "you wake me up for that? I can't pay no mind to talk like that—I'm spending all my waking hours fighting *false* rumors."

The rumor that our ten thousand watt a.m. signal covers New York is false. The fact that it covers 78 counties with a population of approximately 2 million is true. The rumor that Amarillo is first in the nation in retail sales per household is true.



KGNC - AM & TV
★ Amarillo

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency